

# Marketing Courses

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## **MKT 501 - Marketing Environment**

Hours: 3

Marketing Environment. Three semester hours. A study of the marketing environment of business with emphasis on major aspects of sociocultural, demographic, technological, global, legal, political, and ethical issues. The study of marketing emphasizes the functional areas of marketing including product and service selection and development, marketing channels, promotion, and pricing. Marketing research, consumer behavior, industrial buying and international implications are also considered.

## **MKT 521 - Marketing Management and Analytics**

Hours: 3

A comprehensive study of the effective application of marketing strategies in international and domestic organizations. A case analysis approach and current professional literature are utilized.

## **MKT 524 - Consumer and Buyer Behavior Analytics**

Hours: 3

The course examines how to analyze data that can be used to describe past buying behaviors, predict future ones, and be able to develop new strategies to influence future purchasing decisions. Students are expected to gain knowledge on key marketing problems in customer acquisition, development, and retention. The course introduces data analytics techniques tailored to those problems, including predictive analytics and large-scale testing. Students apply each technique to a large consumer-level database, learning how to target consumers individually, and how to derive customer insights. Prerequisites: ECO 595.

## **MKT 529 - Data-Driven Marketing Decisions**

Hours: 3

The course focuses on the study of marketing problems. Problem areas to be studied include market and profitability analysis, marketing planning, strategy, and control. The course will also examine the key parts of a business strategy and a marketing strategy. The issues such as conflicting strategic objectives, particularly under risk and uncertainty, will be evaluated and decision making processes will be studied. Prerequisite: MKT 521, MKT 572, MKT 547, MKT 524.

## **MKT 540 - Social Media Marketing**

Hours: 3

Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences. The overarching goal of this course is to obtain a clear perspective on what's really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

## **MKT 545 - Key Small Business Insights**

Hours: 3

This course is a study of the core concepts of marketing as applied to small and medium sized enterprises (SMEs) with emphasis on effectively branding the business. It is designed to prepare students with the skills and requisite knowledge that are necessary to start and run a small business. You also are exposed to important business principles and tools that make the foundation of organizational settings. Prerequisites: MKT 521.

## **MKT 547 - Product Innovation and Supply Chains**

Hours: 3

The course focuses on how to deal strategically with supply chain issues and challenges. Successful supply chain management requires cross-functional integration of key business processes within the firm and across the network of firms. The challenge is to determine how to successfully accomplish this integration. Other topics covered include, logistics, forecasting, inventory management, supply contracts, strategic alliances, supply chain integration and design, procurement and outsourcing, customer value and value chains, international issues, as well as product innovation and product life cycles.

## **MKT 567 - Consumer Marketing**

Hours: 3

This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of the mindset of the global consumer. This involves looking into the dynamic environment of the consumer, the consumer buying process and the important psychological as well as sociological variables that influence and motivate today's global consumer.

**MKT 568 - Integrated Marketing Communication (IMC) and Promotion**

Hours: 3

The course examines various communication modes available to reach out to the target customer as well as planning and execution of promotional programs, strategy development, segmenting and positioning. In addition, the course will examine elements of the marketing communications mix, the latest trends and tools that are used in integrated marketing communications. Students will gain knowledge on how to design promotion campaigns, public relations, cause related marketing, crisis management, social media marketing, and search engine optimization for products and services.

**MKT 569 - Interactive and Digital Marketing**

Hours: 3

This course integrates social media, search marketing, e-commerce, and mobile, other emerging formats of digital Marketing. Students will gain an understanding of how to apply these formats to achieve business objectives and how to assess emerging trends. Contemporary challenges surrounding acquiring customers, generating leads, customer loyalty, brand building, customer relationships, analytics, and analyzing consumer behavior in the digital marketplace will be investigated. Current professional and scholarly literature will be utilized.

**MKT 570 - Marketing Analytics & Intelligence**

Hours: 3

This course emphasizes the processes and technologies necessary for measuring marketing performance. The student will learn to use the processes and tools needed to gather and analyze data from multiple marketing channels over a specific time period to allow for better marketing strategy decisions.

**MKT 571 - Business to Business Marketing**

Hours: 3

Business-to-Business Marketing. Three semester hours. This course gives students a thorough understanding of how key marketing concepts apply to institutional markets. Students will learn to develop an appreciation of the way standard marketing approaches can be modified to fit the needs of a customer base comprised of large corporations and entrepreneurial enterprises. The course focuses on the managerial process involved in identifying and evaluating marketing opportunities to effectively serve industrial markets.

**MKT 573 - Internet Marketing**

Hours: 3

This course exposes students to key marketing applications relevant to the use of Internet technologies. The goal of the course is to give students the necessary background of concepts, technologies, and applications required for marketing-related activities in the rapidly growing electronic commerce industry. Example topic areas: Topics around which discussions may focus include: E-Corporation, Internet technologies, online advertising, online retailing, customer acquisition, customer service, and marketing to e-customers.

**MKT 574 - Customer Relationship Management**

Hours: 3

This class will explore the opportunities and challenges presented by a popular business practice - Customer Relationship Management (CRM). CRM is considered the new "mantra" of marketing. It focuses on maximizing customer value. This is accomplished by the development and management of cooperative and collaborative relationships. MKT 521

**MKT 575 - Search Engine Optimization**

Hours: 3

This course helps an organization leverage digital marketing and data analytics to drive measurable ROI. Students will gain the knowledge of data-driven decision-making in the latest digital marketing area. Digital marketing utilizes internet and online based digital technologies such as computers, mobile phones and other digital media and platforms to promote products and services.

**MKT 580 - Marketing - Internship**

Hours: 0-4

The goal of this course is to gain relevant work experience in the student's field of study by developing specific work related skills to improve marketability upon graduation. Students will also build a "network" of professional contacts.

**MKT 586 - International Marketing**

Hours: 3

A study of the significance of international trade for imports and exports. Adaptation to different cultures and ethics for global competition in U.S. markets are extensively analyzed.

**MKT 589 - Independent Study**

Hours: 0-3

Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisites: Consent of department head.

**MKT 595 - Business Research Methods**

Hours: 3

The Marketing Research Methods course emphasizes techniques of research process and methods as applied to business and its marketing. Students will be engaged in defining research problems and in collecting, analyzing, recording and interpreting data. In addition, an analysis of pertinent research literature in business will be provided. This course will provide an understanding of quantitative methods applied on data including statistics, regression, optimization, and other applied analytic methods where decision making results will be interpreted and presented to senior management or the client in making better decisions moving forward. Thus, students gain experience in defining the research problems, designing the research project, determine and collect required source data, run the appropriate analysis based on the method employed, and then present findings to senior management in formal written format and verbally.

**MKT 597 - Special Topics**

Hours: 1-4

Organized class. May be repeated when topics vary.