

MARKETING (MKTG)

MKTG 514 Principles of Marketing (4 Credits)

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of goods and services to maintain relationships that satisfy organizational and individual needs and wants. The course introduces students to terminology, functions, institutions, philosophy, consumer behavior, market decision-making and public policy issues. The course will provide students with the basic framework to understand the role and scope of marketing in the business environment.

MKTG 515 Marketing Research (4 Credits)

In this course, students explore the theories and techniques of planning, conducting, analyzing, and presenting market studies. Students will study different methodologies with emphasis on primary research, including questionnaire design. The course addresses the growing role that technology plays in predicting marketing trends, addressing marketing problems, and the development of new products and services.

Prerequisite(s): MKTG 514 Principles of Marketing.

MKTG 520 Social Media Marketing (4 Credits)

This course is designed to build students' social media marketing, advertising, and communication skills by utilizing projects that give students hands-on experience implementing social media marketing strategies. The focus of this course will be understanding social media, developing social media marketing strategies, and tracking their effectiveness in an effort to maximize marketing efforts for businesses. It is expected that students have a basic understanding of various social media platforms. This course is NOT about how to use social media; rather it looks at how we can use social media for marketing efforts. NOTE: MKTG 514 Principles of Marketing is recommended.

MKTG 523 Introduction to Professional Sales (4 Credits)

This course presents students with current knowledge, data, and skills that are applicable in today's competitive business environments. The course provides students with an in-depth awareness of the sales discovery and presentation process within the professional selling environment. Students demonstrate their persuasive skills in the context of a hypothetical job interview.

MKTG 525 Presentation Excellence in Sales (4 Credits)

This hands-on, highly interactive course prepares students to effectively develop, organize, present, support, and close a powerful program and presentation with confidence and conviction. The focus draws upon listening skill sets, oratory, personal communication social styles, and persuasive/informative techniques that result in the presenter engaging the audience. The course helps students to build competence and confidence through feedback and practice. The course prepares students to deliver persuasive and informative presentations that promote a specific outcome.

MKTG 605 Marketing for Nonprofits (4 Credits)

The course explores the use of traditional and nontraditional channels to promote nonprofits to an array of actual and potential audiences for a variety of purposes. Most nonprofit organizations must be visible to the public in order to fulfill their missions. Thus, nonprofit leaders must know how to promote their organizations to current and potential supporters, the broader public, and the mass media. Topics include program and organizational branding, targeting respective audiences, preparing materials for greatest effect, and applying social media as appropriate.

Prerequisite(s): None

MKTG 610 Marketing Hospitality Organizations (4 Credits)

This course provides a comprehensive overview of the role of marketing in the hotel, restaurant, and travel industries. Students in this course will use case studies and real-world events to explore the theories, principles, and application of both traditional and digital forms of marketing to select groups. This is an experiential course that may include assignments such as the creation of a marketing plan, advertising campaign or social media strategies for a partner organization. The focus of this course centers on the planning, implementation, and evaluating of marketing plans, strategies, budgets, and campaigns.

Prerequisite(s): MKTG 514 Principles of Marketing.

MKTG 612 Agile Marketing (4 Credits)

Marketing plays a fundamental role within an organization, yet in many organizations, marketing is siloed from other business units, teams, or departments. A successful marketing department must strategically place themselves into the business with innovation and adaptivity. This course will explore agile marketing techniques including outcomes, continuous improvement, and customer needs.

Prerequisite(s): MKTG 514 Principles of Marketing

MKTG 615 Digital Storytelling and Brand Management (4 Credits)

This course introduces the role and philosophy of brand management in the strategic marketing process and the resulting effects on strategic and marketing decisions. Students learn to identify and establish brand positioning and values, design branding strategies, and grow and sustain brand equity. Topics include the strategic brand building process, segmentation and positioning for building brands, consumer behavior, brand information systems, building brand equity, and the application of brand management using marketing principles. Through a combination of case studies of leading brands, lecture, discussion, role playing, student presentations, and guest speakers, students explore the critical role of brand management in successful marketing strategies.

Prerequisite(s): MGMT 500 Principles of Management Or MKTG 612 Agile Marketing and MKTG 514 Principles of Marketing.

MKTG 617 Consumer Behavior (4 Credits)

This course focuses on consumer behavior in a variety of contexts. Understanding the decision process, attitude, and behavior of buyers is essential to developing marketing plans in today's competitive marketplace; sophisticated customer relationship management approaches are dependent upon knowing the customer. Students consider the major theoretical approaches to consumer behavior and examine how the concepts of affect and cognition, behavior, learning, and the environment can be used to design and maintain an effective marketing strategy. The course also offers students an opportunity to gain a better understanding of their own buying behavior.

Prerequisite(s): MKTG 514 Principles of Marketing. NOTE: PSY 501 Introduction to Psychology and SOC 501 Introduction to Sociology are recommended.

MKTG 618 Sales Management (4 Credits)

This course focuses on the strategic and tactical aspects of selling and salesforce management. The course develops an analytical understanding of the concepts, tools, and techniques of sales management, using "real-world" marketing problems. Issues concerning international sales, social responsibility, and ethical considerations as they relate to sales management are addressed.

Prerequisite(s): MGMT 500 Principles of Management and MKTG 514 Principles of Marketing.

MKTG 620 Digital Advertising (4 Credits)

Digital technologies have become an integral component of daily life for many organizations and consumers. This class will provide the student with the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping the student with the skills needed to perform vital daily functions. The course will cover a wide spectrum of topics, including marketing strategic approaches on the internet, analytics, online reputation management (ORM), digital positioning and branding, email marketing, paid search marketing, and integrated communications on digital media. Prerequisites: MKTG 514 Principles of Marketing AND MKTG 617 Consumer Behavior.

MKTG 623 Marketing Design and Usability (4 Credits)

In the field of marketing, creating intuitive market interfaces (website, mobile applications, and e-commerce) is imperative for consumer engagement and retention. This course will explore web design, user interface (UI), user experience (UX), and experiential design principles within the context of digital marketing. Successful design leads to data-driven results. Students will also have the opportunity to analyze universal web standards, design fundamentals, interface, usability, and design issues to enhance search engine optimization (SEO) and search engine marketing (SEM).

Prerequisite(s): MKTG 514 Principles of Marketing

MKTG 805 Marketing for Nonprofits (3 Credits)

The course explores the use of traditional and nontraditional channels to promote nonprofits to an array of actual and potential audiences for a variety of purposes. Most nonprofit organizations must be visible to the public in order to fulfill their missions. Nonprofit leaders must know how to promote their organizations to current and potential supporters, the broader public, and the mass media. Topics include program and organizational branding, targeting respective audiences, preparing materials for greatest effect, applying social media as appropriate.