

MARKETING (MKTG)

MKTG 2302 Introduction to Marketing – 2 credits

This introductory course examines the role of marketing in organizations. Students will explore the process of identifying customer needs, segmenting and targeting markets and developing a marketing mix (product, place, promotion, pricing). Offered in the College for Women and the College for Adults.

MKTG 2350W Integrated Marketing Communications – 4 credits

This course is an introduction to the promotion element in the marketing mix, focusing on the integration of all elements, including advertising, personal selling, public relations, sales promotion, sponsorship, interactive marketing, and other marketing channels. Students will master new web-based technologies, such as Twitter, LinkedIn, WordPress and other social media. As a writing intensive course, students will write - individually and as a team - a wide variety of marketing communication pieces using standard technology (i.e., desktop word processing) and web tools, such as Google Docs and online blogging. Offered in the College for Women and the College for Adults.

MKTG 3300 Interactive Marketing: Social Networks, Multi-Media and SEO (Search Engine Optimization) – 4 credits

Interactive Marketing: Social Networks, Multimedia, and Search Engine Optimization (SEO) examines Internet marketing activities used by all industries in for-profit and non-profit models to advertise their brand, interact with customers, and ultimately convert searchers into buyers. This course focuses on four fundamental areas of interactive marketing: SEO, multimedia technologies such as graphic design, audio and video production; social networks, and mobile computing. This course is built on experiential education where by students work on real world projects for actual clients such as branded podcasts, videos and Twitter profiles. Offered in the College for Women.

MKTG 3350 Buyer Behavior and Market Research – 4 credits

In this course students will learn fundamental business research strategies, including the use of primary and secondary data sources, the application of marketing theory and methodologies to understand customer needs, and fundamental market research tools including survey questionnaires and focus groups. Students will explore key concepts in consumer behavior and corporate buying, including influences on customer decision making. Offered in the College for Women and the College for Adults.

Prerequisite: MKTG 2302.

MKTG 3500 International Marketing and Management – 4 credits

This course is an introduction to international marketing and management aimed at familiarizing students with the range of marketing, management, political, social, ethical and cultural factors encountered in the international arena. Among the topics to be examined are globalization, international trade organizations, modes of entry, country risk analysis, product adaptations and approaches to intercultural negotiating. Students will also examine cultural norms and values in key world regions and use this knowledge to find successful solutions to real life management and marketing situations through case studies. In addition to case studies, group exercises, lectures and role plays are used to assist students in acquiring an understanding of how to succeed in international contexts. Offered in the College for Women and the College for Adults.

Prerequisite: MGMT 2400.

Recommended: MKTG 2302.

MKTG 4300 Strategic Marketing – 4 credits

Students will gain an in-depth understanding of important marketing concepts, including market and customer analysis, competitive analysis, environmental analysis, portfolio analysis and the value proposition. Students will learn methods for developing a sustainable competitive advantage for a company. Using case studies, students will learn to apply methods, analyze data and develop effective market strategies. Offered in the College for Women and the College for Adults.

Prerequisites: ACCT 2112, MKTG 2302.

Recommended: a statistics course, ECON 2610, ACCT 2130, MKTG 2350W, MKTG 3350, MGMT 3400.