

MARKETING

200 Hudson Street, Harborside 2
(201) 200- 3353
<http://njcu.edu/department/marketing>

A Master of Business Administration in Marketing prepares graduates with multiple business skills essential to the development and management of products and services. Graduates will acquire and cultivate communication, analytical, technical and conceptual skills required to effectively manage goods and services. Graduates will find employment in Global Marketing, Marketing Research & Data Analytics, Brand Management, Digital Marketing, Marketing Sales and Integrated Marketing Communications.

Susan D. Williams, Chairperson (swilliams2@njcu.edu)
Professor of Business Administration
Pratt Institute, B.F.A.; Rutgers University, M.B.A.

Zui Chih Lee (zlee@njcu.edu)
Associate Professor of Finance
Tamkang University, Taipei, Taiwan, B.B.A.; National Dong Hwa University, Hualien, Taiwan, M.B.A.; The University of North Carolina at Greensboro, M.B.A., Ph.D.

Ke Li (kli@njcu.edu)
Assistant Professor of Marketing
West China University of Medical Sciences, Chengdu, China, B.A.; University of Toledo, M.B.A.; Temple University, M.S., Ph.D.

Kathleen Rennie, APR, Fellow PRSA (krennie@njcu.edu)
Associate Professor of Marketing
Rutgers University, B.A.; Seton Hall University, M.A., Ph.D.

Various discipline-specific concentrations that will prepare students for multiple fields of employment or areas of additional graduate study are noted below. Course requirements for each concentration are explained in detail. The requirements for graduation, in addition to completion of the major area, are listed on "Completing a Graduate Program (<https://catalog.njcu.edu/graduate/academic-requirements-policies-procedures>)."

Marketing, M.B.A. (<https://catalog.njcu.edu/graduate/business/marketing/marketing-mba>)

Marketing (MKTG)

MKTG 534 Seminar: Marketing Application Cases Simulation (3 Credits)

This is a capstone marketing course with emphasis on the importance of strategic planning in marketing. Special topics of interest include basic macro- and micro-environmental factors used to predict impact on strategy, what marketing strategy can realistically accomplish and the evaluation of when a business needs to reformulate its marketing strategy. Activities include examination of marketing classics, current research, supplemental readings and case studies.

Pre-requisite: MKTG 331, MKTG 332, MKTG 432 & MKTG 433

MKTG 615 Contemporary Marketing Perspectives: Trends, Strategies and Practice (3 Credits)

Course is conducted as an interactive seminar which reviews trends and best practices in contemporary marketing. Concepts such as the life time value of a customer and one-to one marketing are studied, along with the impact that globalization and the internet have on current marketing strategies and practice.

MKTG 731 New Products and Service Development (3 Credits)

The course is designed to accommodate multiple formats including a full schedule of in-person classes, a blended format with biweekly or monthly in-person meetings complementing on-line course work, and a fully on-line format. The course will be initially offered as a blended format with biweekly in-person meetings alternating with on-line course work. It is a required course for students with a marketing concentration in the NJCU MBA degree program.

Pre-Requisite(s): MKTG 615 Contemporary Marketing

MKTG 732 E-Marketing (3 Credits)

This course explores the conduct and management of e-commerce and its opportunities, limitations and risks as well as the impact of the internet on marketing and media. Topics include search engine marketing, social networks, mass customization, on-line research, and internet communication and entertainment. Relevance of e-commerce to current business models and competitiveness is emphasized.

Pre-Requisite(s): MKTG 615 Contemporary Marketing

MKTG 733 Global and Multi-Cultural Marketing (3 Credits)

Strategic marketing in an era of globalization is comprehensively examined. The global economy, social and cultural awareness in marketing theory and practice, global brand strategy, adaptation of domestic successes to international markets, and opportunities in emerging and developing markets are an important course focus.

Pre-Requisite(s): BUSI 606 Managerial Economics, FINC 607 Corporate Financial Management, and MKTG 615 Contemporary Marketing.

MKTG 734 Services Marketing (3 Credits)

This course focuses on service sector marketing. Topics include customer experience research, customer relationship marketing, customer lifetime value, integrated marketing communication, and strategic innovation in new services development. Special emphasis is given to examples and cases from financial services and other industries most relevant to the student population.

Pre-Requisite(s): MKTG 615 Contemporary Marketing