

MARKETING (MKTG)

MKTG 515 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 715 Emergent Marketing Topics (3 Credits)

Through this class, graduate students deeply explore emergent topics in six essential areas: strategic communications/PR, marketing research, global marketing, digital marketing/metrics, consumer behavior, and marketing strategy.

MKTG 720 Customer Analytics (3 Credits)

In this course, students will learn the scientific approach to marketing with hands-on use of technologies such as databases, analytics and computing systems to collect, analyze, and act on customer information. The course takes a very hands-on approach with real-world databases and equips students with tools that can be.

MKTG 731 New Product 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.

Pre-Requisite(s): MKTG 615 Contemporary Marketing

MKTG 732 Digital Marketing Strategy (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.

MKTG 733 Global Marketing Strategy (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.

MKTG 735 Strategic Integrated Marketing Communication (3 Credits)

Through this class, graduate students learn about the strategies and tactics of strategic communication planning, corporate social responsibility, and crisis communication that allow for successful reputation management.