

MARKETING

200 Hudson Street, Harborside 2
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<https://www.njcu.edu/department/marketing>

Knowing how to expertly identify, engage, build and maintain lasting relationships with customers is essential in today's mobile, 24/7, internationalized marketplace. Quite simply, the strongest brands are those that involve and respond to their markets across various platforms.

The emergence of a variety of technology driven channels to engage and communicate with consumers has created significant career opportunities for marketers. Instagram, Vine, Facebook, Twitter, YouTube, Pinterest and many other social media platforms along with search engine marketing and data analytics offer a variety of interesting careers.

NJCU's BS degree program in Marketing provides students with a thorough grounding in the fundamentals of Marketing, including Market Research, Marketing Communications, Consumer Behavior, Marketing Management and E-Commerce. Marketing courses complement university classes students take in the natural and social sciences, arts and media, humanities, and quantitative and computer literacy. The result: a graduate who is both well-rounded educationally and job ready.

FOR MORE INFORMATION CONTACT:

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Various discipline-specific concentrations that will prepare students for multiple fields of employment or areas of additional undergraduate/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 "Undergraduate Degree Requirements (<https://catalog.njcu.edu/undergraduate/undergraduate-degree-requirements>)".

- Marketing, B.S. (<https://catalog.njcu.edu/undergraduate/business/marketing/marketing-bs>)

- Marketing, Minor (<https://catalog.njcu.edu/undergraduate/business/marketing/marketing-minor>)
- Public Relations, Minor (<https://catalog.njcu.edu/undergraduate/business/marketing/public-relations-minor>)
- Social Media Marketing, Minor (<https://catalog.njcu.edu/undergraduate/business/marketing/social-media-marketing-minor>)

Marketing (MKTG)

MKTG 1XX Marketing Transfer Credit (0 Credits)

MKTG 2XX Marketing Transfer Credit (0 Credits)

MKTG 231 Principles of Marketing (3 Credits)

Students are introduced to basic theory and techniques of performance related to the marketing function in this course; both wholesale and retail marketing patterns are studied.

MKTG 250 Viral Marketing: An Entrepreneurial Approach (3 Credits)

This course is designed to provide students with an understanding of low-cost, powerful, and efficient viral marketing basics for creating, distributing and selling a product or service. This course will address how to develop a master marketing plan and how to use new and old media to best effect.

MKTG 300 Transmedia Storytelling and Social Media Design (3 Credits)

This Course helps students create measurable results through Social Media and takes an in-depth look at designing social networks, transmedia storytelling media platforms and online advertising offering students the opportunity to engage in marketing and brand management in the domain of social media. Students with an interest in business will also find the course useful as they often rely on social media marketing.

Pre-Requisite(s): MKTG 231

MKTG 331 Consumer Behavior (3 Credits)

Consumer behavior from both theoretical and practical standpoints is examined in this course. Topics include: consumerism, the role of the behavioral sciences and legal/social frameworks at the federal and local levels.

Pre-Requisite(s): MKTG 231 Principles of Marketing

MKTG 332 Market Communications (3 Credits)

The field of promotional marketing communications is introduced in this course. Components include sales promotion, advertising, corporate communication, publicity and public relations, personal selling and direct marketing. Developing the ability to learn how to effectively plan, implement and evaluate integrated promotional messages is the primary learning objective of the course.

Pre-Requisite(s): MKTG 231 Prin of Marketing

MKTG 333 Direct Response Marketing (3 Credits)

The concepts, strategies and applications involved in direct marketing, including mail order and direct response advertising are examined in this course. Measurability, accountability, lists, data and the integration of direct marketing programs into the total marketing effort and overall organization goals and functions are discussed.

MKTG 340 Visual Communications for Integrated Marketing Communications (3 Credits)

Today's marketing/business professional must be able to present ideas and return on investment to clients/others. Students need to learn to present campaigns, reports, case studies, and power point (PPT) decks that feature charts, graphs, logos (for which they need understand of logo design), pictures, and video. Students will learn the process of creating presentations that marry content with visuals in a cohesive and fluid way. Essential programs are PPT, Excel, Keynote, Flash, Adobe Illustrator and Adobe Photoshop.

Pre-Requisite(s): MKTG 332 Market Communications

MKTG 350 Social Media Marketing (3 Credits)

This course explores implications, opportunities and challenges of social media. Students will learn how to utilize social media to consume and disseminate news, promote learning, foster collaboration, market business and develop professional networks. Students will analyze various digital platforms to develop professional profiles and create professional learning networks.

Pre-Requisite(s): MKTG 231 Principles of Marketing

MKTG 355 Public Relations and Global Theory Development (3 Credits)

This course provides students with a basic understanding of public relations theory and practice, including the history of the profession; the ethics required of public relations professionals; public relations in social, legal, organizational, and global contexts; essential skills and "must reads;" and the many employment opportunities available within the field. The course also introduces students to strategic integrated marketing communications planning and communication devices/techniques available to reach different communities..

Pre-Requisite(s): MKTG 231 Principles of Marketing

MKTG 360 Writing for Marketing and Public Relations (3 Credits)

This course is designed to enhance students' promotional/persuasive writing skills. It provides intensive writing practice and results in a portfolio of promotional pieces. Through this course, students will reach a professional level of marketing/public relations writing, exploring and experience the style, format, content, and deadline requirements of promotional writing - for both traditional and social engagement.

Pre-Requisite(s): MKTG 231 and MKTG 332

MKTG 361 Sales Dynamics (3 Credits)

This course offers a study and critical analysis of the theories, policies, procedures and practices characterizing today's management of organizational sales forces. The personal selling process and the art of salesmanship are also studied. Emphasis is given to case analysis, group discussion and role playing.

Pre-Requisite(s): MKTG 231 Principles of Marketing

MKTG 363 Global Marketing (3 Credits)

The complexities of product design, distributing, foreign exchange and promotional activities in the foreign market place are thoroughly discussed. Emphasis is placed on the cultures of key representative countries and the impact on the American marketing system conducting international business.

Pre-Requisite(s): MKTG 231 Principles of Marketing

MKTG 387 Retail Strategy and Structure (3 Credits)

This course offers a serious investigation of retailing in today's dynamic environment. Special attention is given to retailing structure as it underlies the strategic decision making of retailing management. Institutions, buying functions, merchandising functions, store management and operations are among the areas studied.

Pre-Requisite(s): MKTG 231 Principles of Marketing

MKTG 390 Introduction to Travel and Tourism (3 Credits)

This course provides a review of principles, practices and procedures in the organization, administration and supervision of travel, tourism and commercial recreation services. Emphasis is upon the technical, legal, financial, programmatic and marketing aspects of managing various types of travel, tourism and commercial recreation industries.

MKTG 392 Quality Management and Customer Service Tourism (3 Credits)

This course provides a review of principles, practices and procedures in the organization, administration and supervision of travel, tourism and commercial recreation services. Emphasis is upon the technical, legal, financial, programmatic and marketing aspects of managing various types of travel, tourism and commercial recreation industries.

MKTG 393 International Tourism Industry (3 Credits)

This is a survey course of concepts and information required for a basic understanding of the business aspects of the international tourism industry. It includes familiarization with the current status and ability to research: destination marketing, travel health, safety and security, diplomatic institutions, travel documents, immigration and customs, cultural aspects of international tourism; financial, legal and economic travel trends. Students will become familiar with tourism statistics from the international Monetary Fund and the World Tourism Organization and learn how to use these statistics in determining tourism economic forecasts. Students will incorporate and use this information and the acquired research tools by creating a virtual tour of an assigned region for assigned market segments.

MKTG 394 Marketing Methods of Travel & Tourism (3 Credits)

This course provides an analysis of the specialized methods and techniques utilized in the marketing of travel and tourism services. Focus is given to the nature of marketing in a service industry, with emphasis on experiences desired by visitors. Topics covered include tourism marketing plans, market segmentation, positioning and distribution of services, advertising and sales techniques, special events, resource protection and interpretation.

Pre-Requisite(s): MKTG 390 Introduction to Travel and Tourism Management

MKTG 397 Hotel and Resort Management (3 Credits)

This course provides an introduction to the accommodations industry including history, organizational structures, departmental functions and operations, terminology, marketing resources, trends, technology and management career paths.

MKTG 398 Introduction to Casino Industry (3 Credits)

Overview of the casino and gaming industry including: traditional land based casinos; riverboats; limited stakes casinos; Indian gaming; cruise ship casinos; casino boats; race and sports book; lottery; historical perspective; common terms; legal, social and economic impacts; regulation and control; and future industry trends.

MKTG 399 Introduction to Cruise Industry (3 Credits)

A survey course of the cruise industry management including: cruise lines, ships, history of cruising; human resource practices; marketing; design; terminology and future trends.

MKTG 422 E-commerce (3 Credits)

Provides an overview of all aspects of commerce and opportunity on the Internet. Topics include marketing products on the Internet, virtual organizations, electronic payment systems, privacy and security concerns, intellectual property, customs and excise issues, emerging issues in telecommunications, and Internet issues where government regulation has been contemplated.

MKTG 432 Marketing Research and Analytics (3 Credits)

This course covers the techniques used in marketing research and their specific application to the various functions of marketing. The student gains knowledge and experience in the use of quantitative techniques through the solution of a marketing problem.

Pre-Requisite(s): MGMT 203 & MKTG 331

MKTG 433 Marketing Management (3 Credits)

An investigation of the managerial aspects of marketing is made. The student participates in the development of sophisticated marketing, decision making techniques. The case study method and simulation games are heavily utilized.

Pre-requisite(s): MKTG 231 & MKTG 331

MKTG 492 Technology in Tourism Management (3 Credits)

Examination of technology applied to tourism and hospitality industry including: computer hardware, software, networks and Internet; applications for communication, security, environmental protection, customer service, travel, marketing and sales, planning and development; future trends; cost benefit analysis; and demonstration of competency of basic graphics, spreadsheet and database applications.

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 1231 Principles of Marketing (Honors) (3 Credits)

Students are introduced to basic theory and techniques of performance related to the marketing function in this course; both wholesale and retail marketing patterns are studied.