

MARKETING (MKTG)

MKTG 1XX Marketing Transfer Credit (0 Credits)

MKTG 2XX Marketing Transfer Credit (0 Credits)

MKTG 231 Principles of Marketing (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 global, national and local levels.

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 global, national 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.

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

MKTG 333 Digital Marketing (3 Credits)

This course will introduce the digital concepts, marketing techniques, strategies applications involved in direct marketing channel, including e-mail marketing, display marketing, social media, direct response advertising, search engine marketing, and mobile marketing.

Prerequisite: MKTG 231 Principles of Marketing

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

In this class, students learn to present marketing campaigns, reports, case studies, and decks that feature charts, graphs, logos, pictures, and video. Students learn the process of creating presentations that marry content with visuals in a cohesive and fluid way. Programs include PPT, Excel, Keynote, Flash, Adobe Illustrator, Adobe Photoshop.

Pre-Requisite(s): MKTG 332 Market Communications

MKTG 350 Social Media Marketing (3 Credits)

Social media marketing (SMM) examines how online collaborative media is used to develop marketing strategy. All types of SMM are explored and explained within the context of the SMM Planning Cycle. The history, evolution, trends and phenomenal growth that social media continues to play in marketing are explored.

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 helps students to comprehend the various behaviors that underlie the development of successful CRM systems. The class provides strategic and analytic understanding of customer relationship marketing that aid in customer acquisition, retention and winback, and link these through the central concept of customer lifetime value.

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 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 (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): ECON 203 & MKTG 331

MKTG 433 Marketing Management (3 Credits)

An investigation of the managerial aspects of marketing is made. The course shows students how to apply analytical concepts and tools of marketing. Students learn how to conduct a marketing study and participates in the development of a formal marketing plan.

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

MKTG 434 Marketing Analytics (3 Credits)

The course explores marketing data analysis techniques and their theoretical foundations to help students acquire analytic skills that can be applied to real world marketing problems.

MKTG 493 Marketing Capstone (3 Credits)

This capstone course is designed to allow students to craft a semester long thesis/project based on individual interests. Students work with faculty on their own original project (a selected marketing topic) culminating in a formal oral presentation. Pedagogy will allow for the acquisition of new knowledge and the sharing new discoveries.

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 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.