

Marketing (MKT)

Courses

MKT-113. Principles of Marketing I. 3 Credits.

LECT 45 hrs

This is an introduction to basic principles and practices in marketing. The course provides an overview of the field of marketing in areas of consumer behavior, marketing management and channels of distribution and emphasizes the growth of the marketing concept.

Additional Fees: Course fee applies.

MKT-114. Principles of Marketing II. 3 Credits.

LECT 45 hrs

This course provides students with a usable managerial understanding of consumer behavior. This will help students prepare for careers in marketing management, sales and advertising.

Prerequisites: MKT-113

Additional Fees: Course fee applies.

MKT-207. Introduction to Services Marketing. 3 Credits.

LECT 45 hrs

This course provides a conceptual understanding of marketing services and the analytical tools that are used in solving strategic services marketing problems. The primary theme of the course is that service organizations (e.g., banks, educational institutions, hospitals, hotels, professional services, transportation companies) require a distinctive approach to marketing strategy, both in its development and execution. The course will build on marketing concepts from Principles of Marketing I, MKT 113. The course focuses on the inconsistency of service offerings. This course will suggest ways that firms in the manufactured goods sector might use "service" as a primary source of competitive advantage. It will also help students to gain an understanding of the challenges in providing services to customers.

Prerequisites: MKT-113 Principles of Marketing.

MKT-208. Social Media Marketing. 3 Credits.

LECT 45 hrs

This course will describe, define and apply ways in which businesses can use Social Media Marketing (SMM) to help enhance their marketing strategies. The course will also cover different SMM platforms, such as Twitter, LinkedIn, Instagram, blogs etc., as well as current consumer trends in using SMM tools. Students will also learn how to develop and execute a SMM plan.

Prerequisites: MKT-113

Corequisites: MKT-113

Additional Fees: Course fee applies.

MKT-210. Social Media Analytics. 3 Credits.

LECT 45 hrs

Digital technology changed the way individuals, businesses, and organizations interact with each other. Students will learn how digital marketing fits into marketing plans and how to use technology to better engage with target markets. Students will gain an understanding of the digital marketing landscape. This course will provide an examination of the measurements, tracking, and analytic tools being used to determine the effectiveness of social media platforms and websites. It will also involve the analysis of captured digital data and how it can be used to gain customer insight and make business decisions. Students cannot receive credit for both MKT-210: Social Media Analytics and MKT-211: Digital Advertising.

Prerequisites: MKT-113

Corequisites: MKT-113.

MKT-211. Digital Advertising. 3 Credits.

LECT 45 hrs

Digital technology changed the way individuals, businesses, and organizations interact with each other. Students will learn how digital marketing fits into marketing plans and how to use technology to better engage with target markets. Students will gain an understanding of the digital marketing landscape. This course will provide an examination of the on and off-site search engine optimization (SEO), paid search marketing, online advertising, web analytics, email marketing, paid social media advertising, and online reputation management. Students cannot receive credit for both MKT-210: Social Media Analytics and MKT-211: Digital Advertising.

Prerequisites: MKT-113

Additional Fees: Course fee applies.

MKT-215. Sales Principles and Practices. 3 Credits.

LECT 45 hrs

This course examines the role of professional selling in the American economy. Topics include: building and maintaining relationships with clients, communication skills, ethical and legal issues, the psychology of selling, and techniques of selling and persuasion. Various selling techniques are learned and simulated sales demonstrations are used to apply theories and techniques.

Corequisites: MKT-113.

MKT-218. Advertising. 3 Credits.

LECT 45 hrs

This course provides a basic understanding of the business of advertising. Topics include the economics of advertising, planning and preparation of advertising, selection of media, establishing advertising objectives, coordination of advertising, sales promotion and display and developing an advertising budget.

Corequisites: MKT-113

Additional Fees: Course fee applies.

MKT-291. Special Topics in Marketing. 3 Credits.

LECT 45 hrs

This course examines selected topics or issues in marketing. Topics may differ each time the course is offered and may include areas such as retail marketing, negotiation or marketing research. Students should consult the department chairperson for further information.

Prerequisites: Permission of department chair.

MKT-292. Special Topics in Marketing. 3 Credits.

LECT 45 hrs

This course examines selected topics or issues in marketing.

Topics may differ each time the course is offered and may include areas such as retail marketing, negotiation or marketing research.

Students should consult the department chairperson for further information.

Prerequisites: Permission of department chair.