

MARKETING (MKT)

MKT-1810-9 Selected Topics in Marketing (Variable semester hours)

This course will address a specific area of study in Marketing not already covered by other course offerings. Prerequisites vary by topic.

MKT-2300 Principles of Marketing (4 semester hours)

In this course, students will be introduced to marketing fundamentals and build the foundation for delivering customer value through marketing tools and metrics. Students will learn a strategic approach based on product, price, promotion, and place marketing objectives. Students will evaluate market opportunities based on changes in environmental business forces and provide solutions based on a critical examination of marketing information. Students will understand the relevance of incorporating technology and ethics in marketing decision-making.

MKT-2370 Integrated Marketing Communication and Brand Building (4 semester hours)

The purpose of this course is to provide a thorough understanding of promotional objectives, developing promotional campaigns (using specific promotional activities) along with integrated marketing communications (knowing how different media work synergistically), that develop long-term relationship partners. Students develop a promotional campaign for a local business-client designed to elicit a direct inquiry or response from a qualified lead (a member of a narrow target market) to a prospect. As a result of completing this course, students will have competence in developing a promotional direct marketing and advertising campaign.

MKT-2390 Marketing Research for Consumer Insight (4 semester hours)

This course takes an interdisciplinary approach to understanding how customers make buying decisions through behavioral science and data analysis. Students will gain a deeper understanding of consumer buying behavior through the lens of psychology, cultural, and social factors. Students will develop skills for how marketing leverages data to make decisions about price, place, promotion, and product. An emphasis is placed on defining marketing needs and identifying research methodologies to provide consumer insights when developing brand strategies and marketing campaigns.

Prerequisite(s): MKT-2300.

MKT-2810-9 Selected Topics in Marketing (Variable semester hours)

This course will address a specific area of study in Marketing not already covered by other course offerings. Prerequisites vary by topic.

MKT-3265 Media Strategy and Automation (4 semester hours)

This course explores how brands leverage traditional media to connect with customers. Building on Principles of Marketing and Integrated Marketing Communications, students will apply their customer insight, messaging, traditional media, and automation tools.

Prerequisite(s): MKT-2370.

MKT-3320 The Professional Sales Process (4 semester hours)

In this course, students will work through each step of the sales process by developing a sales plan and executing a professional sales role-play. This includes prospecting, sales pre-planning, writing sales proposals, preventing and handling objections, sales closing and post sales servicing. These steps will be addressed within the context of an ethically based relationship selling approach. Students will use these selling tools to enhance sales performance and to make better sales management decisions, including hiring and motivation activities. Course outcomes include: mapping out the entire customer buying process, conducting written sales plans and a professional interactive oral sales presentation, and developing a sales strategy with action points for every step in the professional sales process.

Prerequisite(s): MKT-2300.

MKT-3330 Strategic Sales and Customer Relationship Management (4 semester hours)

This course focuses on how organizations build and develop strategic relationships with customers and clients through understanding and applying the complete strategic sales processes. An emphasis is placed on ethical selling practices. This includes prospecting, sales pre-planning, needs identification, developing client solutions, writing proposals, preventing and handling objections, closing, and post-sales servicing. Students will understand Customer Relationship Management systems, capabilities, and sales enablement strategies/approaches. Students will develop a written sales plan and engage in a professional sales role-play. Throughout the course, students will be introduced to professional sales careers such as sales development representation, business development, and account management.

Prerequisite(s): MKT-2300.

MKT-3350 Consumer Behavior (4 semester hours)

This course investigates behavior and communication related to research, appraising models, methodology and concepts applicable to marketing. The course draws on concepts from communication, psychology, sociology and economics to better understand factors that influence consumer decision making. A major qualitative client-based research project allows students to apply theoretical concepts in the marketplace. The course also uses contemporary examples to illustrate consumer behavior models.

Prerequisite(s): MKT-2300.

MKT-3360 Sales Management and Motivation (4 semester hours)

To effectively manage a sales force, three processes need to be taken into account. These include formulating a strategic sales program, implementing the formulated sales program, as well as evaluation, control and measurement of sales performance. Sales managers are responsible for taking into account multiple issues that affect the overall performance of sales teams. The issues can include the business environment, selecting and hiring sales people, responsibilities of the sales team along with aptitude and skills of the sales force. This course will also examine issues related to sales force motivation, including intrinsic (developing an inner drive) and extrinsic (compensation structures) factors required to balance the demands of new client acquisition and current client development. The course will also address how salespeople can overcome some of the obstacles common in selling, such as call reluctance and sales rejection.

Prerequisite(s): MKT-2300.

MKT-3370 Integrated Marketing Communication (4 semester hours)

The purpose of this course is to provide a thorough understanding of promotional objectives, developing promotional campaigns (using specific promotional activities) along with integrated marketing communications (knowing how different media work synergistically), that develop long-term relationship partners. Students develop a promotional campaign for a local business-client designed to elicit a direct inquiry or response from a qualified lead (a member of a narrow target market) to a prospect. As a result of completing this course, students will have competence in developing a promotional direct marketing and advertising campaign.

Prerequisite(s): MKT-2300.

MKT-3380 Sales Prospecting and Lead Generation (4 semester hours)

Through effective lead generation and prospecting approaches, students will learn how to develop a consistent pool of qualified potential new customers and business clients. Lead generation approaches will include using relevant content to target prospects through social media and email. Students will design lead generation activity for the purpose of building engagement with prospective customers. With regard to prospecting, students will develop strategies to communicate with qualified leads through a combination of using phone calling, social media and email contact to set appointments and move the professional sales process forward. Students will examine sources of business to business segment lists to help identify specific prospects for contact. The issue of sales call reluctance will also be addressed.

Prerequisite(s): MKT-2300.

MKT-3610 Internet Marketing (4 semester hours)

This course will cover the foundations of Internet marketing, Internet marketing tools, strategies and programs as well as methods to evaluate performance and opportunities and how to integrate online and offline marketing strategies. Topics include strategy integration; search marketing, including paid search and search engine optimization; social media marketing; email marketing; as well as mobile strategies and tactics. Students will also explore how to maintain an effective web presence through website usability, optimization and conversion practices. Consideration will also be given to ethical issues associated with online privacy and security.

Prerequisite(s): MKT-2300.

MKT-3630 Digital Strategy and Automation (4 semester hours)

This course focuses on design, development, integration, implementation, and evaluation of digital marketing campaigns. Students will explore topics spanning social media marketing, search, web analytics, email, and user experience. Students will certify in Hootsuite, HubSpot, GoogleAdWords, and/or Google Analytics. These automation and analytics platforms will be used in class to create a portfolio project.

Prerequisite(s): MKT-2370; MKT-2300.

MKT-3710 Data Mining and Visualization (4 semester hours)

This course emphasizes model building and the exploration and comparison of various data mining techniques. Data visualization techniques for presentation of results in a marketing business and management context will be emphasized using up-to-date tools for data analytics and/or visualization.

Prerequisite(s): MKT-2390 or BUS-3590.

MKT-3810-9 Selected Topics in Marketing (Variable semester hours)

This course will address a specific area of study in marketing not already covered by other course offerings. Prerequisites vary by topic.

MKT-4350 Marketing Research (4 semester hours)

This course introduces students to marketing research methods, design and analysis. Instruction focuses on surveys and marketplace experiments, information evaluation, sampling techniques, instrument construction and statistical analysis, as well as validity and reliability. Students design and execute a quantitative marketing research project for a local business client. SPSS predictive analytics software is used extensively in this course.

Prerequisite(s): MKT-2300.

MKT-4610 Social Media Marketing (4 semester hours)

This course will introduce students to concepts and tactical concerns related to social media marketing in the context of an organization's overall content marketing strategy. The course will touch on social media history, environment and regulation; however, the focus will be on the marketing implications of using social media tools to foster customer relationships and personal branding. Topics include social brand building, community- and location-based social networks, podcasts, photo and video sharing, video and viral marketing, and blogs. Social media platforms discussed will vary as new communities gain a web presence.

Prerequisite(s): MKT-2300.

MKT-4810-9 Selected Topics in Marketing (Variable semester hours)

This course will address a specific area of study in Marketing not already covered by other course offerings. Prerequisites vary by topic.

MKT-4940 Marketing Internship (4 semester hours)

Students will engage in a marketing-related internship. This experience is designed to expand on the learning experience and to integrate and reinforce skills and concepts learned in the classroom. The internship provides a practical experience in a structured employment environment. Permission of the instructor required.

Prerequisite(s): Instructor permission.

MKT-4990 Contemporary Topics in Marketing (4 semester hours)

Students select topics from the major areas of contemporary marketing for in-depth study. May cover such areas as consumer experience marketing, the professional sales process, strategic marketing communication, nonprofit marketing, etc.

Prerequisite(s): MKT-3330; MKT-3630.