

# MARKETING (MKT)

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## **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)**

This course builds the foundation of marketing upon delivering customer value through use of marketing tools and metrics. Students will study a broad range of topics spanning the marketing planning process to provide an overview of how marketing is used within an organization.

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

This course extends the principles of marketing to the development of a brand. Marketing and communication complement one another in a two-way conversation about brand and its meaning to the customer. An introduction of digital tools as a means of building brand will be developed in this course.

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

This course explores how marketing leverages data to make decisions. Students will learn about technology as an accelerator in capturing data and managing marketing campaigns. An emphasis will be placed on defining marketing needs and identifying technologies that meet those needs while allowing a brand to effectively launch multichannel marketing campaigns. This course takes an interdisciplinary approach to how customers make buying decisions through the lens of psychology, cultural, and social factors.

**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 will relate customer insight into relationship sales through an examination of the sales process. An emphasis will be placed on capturing customer data to inform sales strategies and action-learning practicum.

**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.

**Prerequisite(s):** MKT-2390 or MTH-3590/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 have the opportunity to embark on new business-related experiential learning opportunities through a digital marketing internship. Students will work with a faculty sponsor to identify an organization where they can gain pragmatic marketing skills. Specific new learning objectives will be set and agreed upon by the student, site coordinator and faculty member. Letter grading applies. 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.