

Relevant Coursework

BMGT350: Marketing principles and organizations

Dr. Roxanne Lefkoff

Introduced to important and useful concepts such as the 4 P's of marketing. Learned to effectively apply marketing concepts to implement market targeting and market segmentation.

Link to marketing case analysis:

https://docs.google.com/document/d/1v3iUasbCy_yxfRxxX-zEDWXqrNL3dvd4UVJhvy4V47Y/e/dit?usp=sharing

BMGT484: Digital Marketing

Dr. Michael Trusov

Introduced to concepts and strategies used to market existing and new products across all digital platforms. Learning how to use digital marketing tools such as semRush and google adwords to improve upon a site's search engine optimization. In addition, I learned how to create a professional website in order to market myself.

BMGT301: Information Systems

Zeinab Karake

Introduced to basic concepts and tools used to design and analyze information systems. Learned how to use systems such as Microsoft excel to more efficiently input and interpret data.

BMGT230: Business Statistics

Dr. Radu Lazar

Introduced to concepts and analytic tools including regressions analysis, estimation, and hypothesis theory. Applied these concepts in order to determine and solve business, and management problems.

BMGT495: Strategic Management

David Waguespack

Introduced to internal and external management analysis tools such as SWOT analysis, and Porter's 5 forces. Learned to identify businesses sustainable competitive advantage by using the VRIO framework.

BMGT451: Consumer Analysis

Faraji-Rad

Introduced to conceptual frameworks used to help understand consumer buyer behavior. Learned to use frameworks such as the consumer decision journey to determine what initially drives a consumer to purchase, and what leads to lost sale opportunities.

BMGT364: Managing people and Organizations

Nicole Coomber

Developed a deeper understanding of human behavior and how it affects organizational and workplace behavior. Learned how to leverage emotional behavior and personality type to effectively manage organizations, teams, and individuals.
