

# Howard University School of Business

## MBA

### Marketing

In addition to the core course curriculum requirement, a student must complete 15 credit hours of elective/concentration courses. The requirements for an MBA with a concentration in Marketing are: GMKT-501, GMKT-503, GMKT-590, and one additional marketing elective.

#### **GMKT-500. Marketing Management. 3 crs.**

This course covers the theory and practices related to the management of the marketing function in business organizations. It examines how the marketing function interfaces with other business functions while emphasizing the planning and implementation activities required to attain marketing goals for the organization. Topics covered include the analysis of marketing opportunities, researching and selecting target markets, developing marketing strategies, operating in the international market, and planning and controlling marketing programs.

#### **GMKT-501. Marketing Research. 3 crs.**

This course focuses on the role of marketing research in the marketing decision making process. Coverage includes research design, data sources, data collection procedures, data analysis, and the presentation of research findings. Students apply these methodologies to solve marketing problems.

Prerequisite: GMKT-500

#### **GMKT-502. Sales Management. 3 crs.**

This course focuses on understanding and developing the persuasive oral communication skills necessary for success in the sales arena. It also examines the functions of the sales manager in light of the unique characteristics defining the sales force. Extensive role playing and case analysis is used in teaching this course.

Prerequisite: GMKT-500

#### **GMKT-503. Consumer Behavior. 3 crs.**

This course investigates the influence of individual, group, and environmental factors on consumer behavior and decision making from an interdisciplinary perspective. It applies various concepts and theoretical frameworks to explain and analyze the consumer purchase decisions and draws strategic implications for marketing managers.

Prerequisite: GMKT-500.

#### **GMKT-504. Services Marketing. 3 crs.**

This course examines the strategic issues in services marketing that pose challenges to senior management in service organizations. Cases and readings are used to demonstrate problem analysis and solution specifications for meeting the challenge of intertype and intratype competition by service firms. Topics covered include service positioning in the marketplace, internationalization of services, customer portfolio management, new service development, servicecape, relationship marketing for services, the augmented service offering, and service culture management.

Prerequisite: GMKT-500.

### **GMKT-505. Business to Business Marketing. 3 crs.**

This course examines the marketing of goods and services to commercial enterprises, governments, and nonprofit organizations in contrast to the marketing of goods and services to consumers. The course is taught primarily through the case method.

Prerequisite: GMKT-500.

### **GMKT-506. Channels of Distribution. 3 crs.**

This course provides an in-depth analysis of the issues and decisions involved in designing, managing, evaluating and modifying a firm's channels of distribution. Some of the topics covered include channel theory, structures of channels, types of channels, alternatives available in designing channels, types of channel intermediaries, functions performed by channel intermediaries, channel dynamics and their management, and the legal and ethical issues in channel management.

Prerequisite: GMKT-500.

### **GMKT-507. Product Management. 3 crs.**

This course examines the process of new product introduction and the management of existing products. Topics covered include: the steps in the new-product development process, creativity in the product-development process, idea-screening, concept testing, business analysis, prototype development, test-marketing and phased-rollouts, commercialization, product-modification strategies, line-extension strategies, and product elimination processes.

### **GMKT-508. Promotion Management**

This course examines the components of an integrated communications plan at both the corporate and brand levels. Promotional tools such as mass media advertising, sales promotion (i.e., coupons, contests, etc.), personal selling and public relations are discussed. Issues regarding the use of print, electronic, out-of-home, and direct response media and direct marketing are covered.

Prerequisite: GMKT-503

### **GMKT-590. Marketing Strategy. 3 crs.**

This course focuses on the integration and application of marketing principles and quantitative analyses in solving marketing problems. Topics include the analyses of opportunities and competition, product development and management, and strategic planning and marketing mix strategies. Case studies and the development of a marketing plan are essential aspects of the course.

Prerequisite: Two marketing electives, MBA candidate and final semester.

### **GMKT- 509. Social and Internet Marketing. 3 crs.**

This course stresses hands-on skills and real world marketing applications through creating and managing a social media campaign and evaluation of social media marketing cases and best practices. Social media and internet marketing have revolutionized the way firms interact with customers, develop sales leads, and convert consumers. Harnessing the power of the social web requires knowledge of contemporary marketing concepts and how these are adapted to deal with doing business online. Topics include building customer engagement, consumer -generated content, mobile applications, and developing marketing analytics to monitor and track performance.