

MARKETING (MK)

MK 0101 Principles of Marketing

3 Credits

Prerequisite: Sophomore standing.

This course introduces the fundamental concepts and theories that drive day-to-day marketing decisions. A thorough understanding of the marketplace (consumer or business-to-business) is at the heart of such decision making. In this course, students will learn to identify and satisfy customer's wants and needs. The core tools that enable managers to move from decision-making to action are addressed, namely: product development, pricing, channel management and structure, and promotions (including advertising and sales). Additional topics include global marketing, societal and marketing ethics, and digital marketing. Students are required to work in a team to construct a marketplace analysis for a chosen product/service.

MK 0212 Consumer Behavior

3 Credits

Prerequisites: MK 0101; Junior or senior standing.

This course provides students with an understanding of the behavior of consumers in the marketplace, using an interdisciplinary approach that employs concepts from such fields as economics, psychology, social psychology, sociology, and psychoanalysis. Topics include motivation, perception, attitudes, consumer search, and post-transactional behavior.

MK 0221 Sales and Sales Management

3 Credits

Prerequisites: MK 0101; junior or senior standing.

This course is intended to give the student an understanding of the important role of the sales function in the overall marketing effort of the firm and in the firm's overall success. The course focuses on the sales process (prospecting, making presentations, handling objections and closing the sales), and the management of the sales force (recruiting, training, motivating, compensating, and supervising salespeople). Ethical issues in selling and new technologies that impact the sales effort are also covered.

MK 0231 Advertising

3 Credits

Prerequisites: MK 0101; junior or senior standing.

This course focuses on strategic management of a firm's integrated marketing communications, the most notable element of which is advertising. It emphasizes the importance of seamlessly and synergistically coordinating numerous promotional mix elements to create a uniquely memorable voice with which to communicate and engage the target audience in a lasting relationship with the firm's brand. Topics include advertising message strategy, creative strategy and execution, media strategy, and various relationship-building promotional tools. Also discussed are current events and ethical issues in advertising and promotion. Through activities and projects, students prepare for careers in advertising and related industries.

MK 0241 Digital Marketing

3 Credits

Prerequisites: MK 0101; junior or senior standing.

From social networks to mobile applications, marketing in the digital age is markedly different than in the past. The course identifies marketing strategies that work in this new environment. Students will study how e-business and digital marketing continue to alter the business landscape and how certain theoretical frameworks can help to explain some of the current issues in the field. Specifically, students will examine how digital marketing has affected product, pricing, distribution, research, communication, and public policies.

MK 0251 Social Media Marketing

3 Credits

Prerequisites: MK 0101; junior or senior standing.

The course takes an in-depth look at social networks and social media platforms (e.g., blogs, discussion forums, Facebook, Twitter, other forums of user-generated content) from a strategic perspective. The primary focus of this course will be on understanding social media as part of a brand's marketing communications, how to build strategies and tactics to help brands differentiate and rise above the noise on the social web, and how to track their effectiveness. Topics to be covered include constructing a brand strategy on social media, engaging influencers, content development, social media analytics and measurement, and social media platforms.

MK 0261 Sports Marketing

3 Credits

Prerequisites: MK 0101; junior or senior standing.

This course is offered to address the growing interest in the sports industry as a business career. The course will provide an overview of how sports marketing can work as a component of a fully integrated marketing communication strategy. The course is designed to help students better understand the sports consumer, and how corporations and sports organizations can apply core marketing concepts to help achieve their business objectives. Marketing strategies such as market segmentation, target marketing and the marketing mix are covered within the context of sporting event sponsorships and professional sports teams. Additional topics such as sports governing organizations, sports media, licensing and hospitality will be covered.

MK 0311 Marketing Research

3 Credits

Prerequisites: MK 0101; EC 0278 or MA 0017 or MA 0217 or PY 0201 or SO 0221; junior or senior standing.

This course gives students an appreciation of the role of marketing research in understanding customers to better address their needs and wants, as well as in reducing the risks associated with marketing decisions. Topics include problem formulation, research design, data collection instruments, sampling, data analysis, and communication of results. Students will get hands-on experience with different stages of the marketing research process.

MK 0312 Global Marketing

3 Credits

Attributes: WDIV World Diversity

Prerequisites: MK 0101; junior or senior standing.

This course instills in students an appreciation of the complexities encountered in marketing products and services in global markets. The course discusses differences that exist among consumers in different cultures and also provides students with an understanding of the role of external elements such as economic, political, legal, cultural, geographic, and social environments on the formulation of a firm's marketing strategy in foreign markets.

MK 0321 Marketing Channels

3 Credits

Prerequisites: MK 0101; junior or senior standing.

This course provides a management focus and managerial framework to the discipline of distribution and channel management, emphasizing the design and management of marketing channels as a key strategic tool in satisfying the needs of the customers in the new millennium. The course integrates theory and practice, and applies them to the decision-making processes. The course also discusses the importance of the Internet as a marketing channel for the distribution of goods and services.

MK 0322 Business-to-Business Marketing 3 Credits Prerequisites: MK 0101; Junior or senior standing. This course examines the characteristics that differentiate industrial from consumer marketing. Topics include the nature of industrial demand; buyer characteristics; industrial market research; competitive bidding; selling of industrial products; sales and advertising strategies in marketing to business, government, and non-profit organizations; and practices and policies in the distribution of industrial goods.	MK 0394 Internship 1 Credit Prerequisite: Junior standing. Students may take two semesters of internship, approved by the department. Students must have a GPA of 2.5 or higher. Enrollment by permission only.
MK 0331 Media Strategy 3 Credits Prerequisites: MK 0101; Junior or senior standing. This course examines the basic processes involved in strategic media planning including budgeting, selecting media forms and media vehicles, media timing, and media audience measurement. Students understand the role of traditional and non-traditional media, as well as new media such as the Internet, as channels for communicating promotional messages to consumers. The course also covers varied media allocation models.	MK 0397 Seminar in Marketing 3 or 6 Credits Prerequisites: MK 0101; Senior standing. This is a special program involving independent study and research under faculty guidance. Open only to seniors majoring in marketing and approved by the department chair. Students must have an overall GPA of 2.5 or higher.
MK 0332 Public Relations 3 Credits Prerequisites: MK 0101; Junior or senior standing. This course facilitates the fundamental understanding of audiences: receiving information from them, advertising management of their attitudes and responses, helping to set policies that demonstrate responsible attention to them, and constantly evaluating the effectiveness of all public relations programs. This inclusive role integrates all activities associated with ascertaining and influencing the opinions of a group of people. The course pays increasing attention to the use of electronic technology for messages from fax machines to e-mail to specialized networks in cyberspace.	MK 0398 Seminar in Marketing 3 Credits Prerequisites: MK 0101; Senior standing. This is a special program involving independent study and research under faculty guidance. Open only to seniors majoring in marketing and approved by the department chair. Students must have an overall GPA of 2.5 or higher.
MK 0341 Brand Management 3 Credits Prerequisites: MK 0101; Junior or senior standing. This course focuses on one element in the marketing mix: the product. It examines such questions as how should a firm effectively and efficiently manage its current product line and develop potential new products. Consideration is also given to strategic planning.	MK 0400 Marketing Management 3 Credits This course examines analytical and managerial techniques that apply to marketing functions with an emphasis on the development of a conceptual framework necessary to plan, organize, direct, and control the product and strategies needed for promotion, distribution and pricing of a firm's products. The course also considers the relationship of marketing to other units within a firm.
MK 0342 Contemporary Issues in Marketing 3 Credits Prerequisites: MK 0101; Junior or senior standing. This seminar on current marketing issues familiarizes students with the latest issues, events, and problems in marketing. The subject matter for the course draws upon recent events in marketing and course materials are derived from current periodicals and cases.	MK 0500 Customer Value 3 Credits Prerequisite: MK 0400. This course examines the concept of customer value with the goal of understanding how it can be used to achieve customer satisfaction, which in turn generates loyalty and, ultimately, a long-term customer-firm relationship. Topics include the nature of the costs and benefits associated with the notion of customer value, measuring and analyzing customer value and satisfaction, and understanding the associated concepts of customer loyalty and customer relationship management. The class consists of a mix of lectures, case analyses, in-depth qualitative research projects, and opportunities for practical applications, such as a marketing simulation.
MK 0391 Internship 3 Credits Prerequisite: Junior standing. Students may take two semesters of internship, approved by the department. Students must have a GPA of 2.5 or higher. Enrollment by permission only.	MK 0510 Customer Behavior 3 Credits This course offers an interdisciplinary approach to understanding the behavior of consumers in the marketplace, covering concepts from the fields of economics, psychology, social psychology, sociology, and psychoanalysis. Topics include motivation, perception, attitudes, consumer search, and post-transactional behavior.
MK 0392 Internship 3 Credits Prerequisite: Junior standing. Students may take two semesters of internship, approved by the department. Students must have a GPA of 2.5 or higher. Enrollment by permission only.	MK 0520 Marketing Research 3 Credits This course provides an overview of the risks associated with marketing decisions and emphasizes developing skills for conducting basic market research. Topics include problem formulation, research design, data collection instruments, sampling and field operations, validity, data analysis, and presentation of results.
MK 0393 Internship 1 Credit Prerequisite: Junior standing. Students may take two semesters of internship, approved by the department. Students must have a GPA of 2.5 or higher. Enrollment by permission only.	MK 0535 Building Brand Equity 3 Credits This course focuses on the theory and conceptual tools used to develop and implement product and service branding strategies, as means for insuring brand awareness, acceptance, and success, or "equity," in the marketplace. The course highlights the importance and impact of the brand in the marketplace; identifies various decisions involved in creating successful brands; provides an overview of different means for measuring brand effectiveness; and explores the existence of customer-brand relationships. The course incorporates three general modules: Module 1: Identifying/Developing Brand Equity, Module 2: Measuring Brand Equity, and Module 3: Managing Brand Equity.

MK 0540 Advertising Management 3 Credits

This course provides a comprehensive overview of advertising and promotional processes, and develops strategies facilitating managerial decisions in the areas of advertising, public relations, sales promotion, and direct marketing. This course analyzes the importance and influence of advertising in the changing marketplace; provides students with an integrated approach for analyzing marketing communication opportunities; develops the capability for designing, implementing, and evaluating advertising campaigns; and promotes an understanding of the different methods of measuring advertising effectiveness.

MK 0550 Global Marketing 3 Credits

This course investigates the role of marketing and marketing management in different environments. It focuses on the distinction between the various marketing activities in a domestic setting versus the impact of the cultural, political, and geographic issues faced in different countries and regions of the world.

MK 0570 Digital Marketing 3 Credits

The move to an Internet-based society is among the changes expected to have a significant impact on the way that business is, and will be, conducted. This course pays particular attention to the impact of Internet technology on marketing strategy and practices, and discusses Internet technology and e-business in the context of established marketing concepts such as promotion, distribution/logistics, pricing, retailing, marketing research, customer behavior, and other product/service decisions from a practical and academic perspective. Students develop an in-depth understanding of the marketing implications of this promising business management development.

MK 0580 Multivariate Data Analysis for Decision Making 3 Credits

Prerequisite: MK 0520.

With unprecedented growth in data availability, companies are increasingly focusing on data driven decision making in marketing. As most of this data is multivariate, an understanding of statistical techniques used to analyze it gains paramount importance. The objective of this course is to develop skills with a range of procedures for multivariate data analysis involving dimension reduction, pattern recognition, classification, and prediction. Students will engage in experiential exercises that require utilizing statistical software to organize and analyze data, interpreting the results, and presenting actionable conclusions for decision making.

MK 0585 Seminar: Contemporary Topics in Marketing 3 Credits

This course examines recent practitioner and academic literature in various areas of marketing, incorporating guest speakers as appropriate. Topics vary each semester to fit the interests of the seminar participants.

MK 0590 Experimental Research in Marketing 3 Credits

Prerequisites: MK 0400, MK 0520.

Experiments are widely used in marketing research to investigate cause and effect relationships, such as the impact of a price change on sales, or the impact of a new promotional campaign on brand awareness, or the impact of a change in the ingredients of a product on brand acceptance. This course is intended to acquaint the student with the basic topics of experimental design and analysis. It is intended to provide an understanding of the components of an experiment, the various types of experimental designs, the analysis of experimental results and when experiments are indicated as a research option.