

MKTG 405

Marketing Foundations

1 Credit Hour

This course serves as an overview of critical aspects of marketing management. The four major areas of product, price, promotion and distribution are the main subjects of case study and situational analysis.

MKTG 560

Marketing Management

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-405

Marketing management is a study of the various phases of marketing activity and an analysis of the concepts on which sound marketing practices are based. Consideration is given to product planning, distribution channels, promotional methods, sales programs, pricing policy, market research and the problems of the administration of marketing programs.

MKTG 562

Digital Marketing: Search Engine Optimization and Search Engine Marketing

3 Credit Hours

In digital marketing you will learn how to formulate, plan, and execute effective digital marketing strategies. You will gain an understanding of search engine marketing (SEM) and search engine optimization (SEO) and their benefits and limitations. You will learn how to employ SEO tactics to develop marketing initiatives and recommend SEM strategies to optimize ad campaign efforts. Students will earn Google AdWords Certification as part of the course curriculum.

MKTG 564

Web Analytics

3 Credit Hours

Learn how to apply web and digital analytics skills and tactics to successfully achieve measurable outcomes. Gain an understanding of key performance indicators and their application in analysis, recommendations, optimizations, and predictions in analytic driven solutions. Learn to use practical applications and analytical techniques to solve marketing problems through the use of various tools and software and earn your Google Web Analytics Certification.

MKTG 566

Market Behavior

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-405

This course will consist of a series of specialized marketing components needed to fully understand the "value chain" process of creating and delivering value to targeted business markets and consumers. Starting with an analysis of consumer and business/retailer behavior as the bedrock of marketing management, the strategic and tactical aspects of sales force management, purchasing and supply management, co-marketing, co-branding and value-added marketing, supply chain management, customer relationship marketing and customization will be examined.

MKTG 567

Strategic Marketing Communications

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-405

This course examines consumer behavior concepts that underlie effective integrated marketing communication planning. Strategies for combining advertising, sales promotion, public relations, direct marketing, personal selling and Internet communications in the development and production of marketing messages and materials will be covered. Students will also learn the basics of integrating effective offline and online initiatives for enhancing buyer behavior and the developing effective promotional campaigns that build brand equity.

MKTG 569

Social Media Marketing

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-405

Social media is now an accepted part of the political, organizational and marketing scene. That said, integrating social media into marketing strategies and plans is no easy task, primarily because it changes the way we must think about our customers and about communicating with them. The good news for marketers is that the social media world opens whole new lines of communication with customers. The course will be highly interactive and hands-on. Teams of students will be required, not only to plan marketing programs that include social media, but also to execute prototype social media elements of the plan. That puts a premium on marketing background and/or experience that will enable each person.

MKTG 575

Web Development and e-Commerce

3 Credit Hours

This course introduces you to the basics of web development and e-Commerce and presents concepts and skills for the strategic use of e-Commerce and related information system technologies. You will learn the principles of e-Commerce and how to build and maintain an E-Commerce website. Students will also be required to earn Google Shopping Certification as part of the course curriculum.