

# DEPARTMENT OF MARKETING

## Marketing Concentration

### Objectives

- Identify why the customer is at the center of marketing efforts;
- Describe the marketing mix elements and explain how they are used to develop and refine effective marketing programs to reach global and domestic target markets;
- Identify the categories of external environmental factors and discuss how they influence marketing decision making;
- Recognize and discuss the various ethical issues that companies face when marketing their goods and services.
- Analyze, select, and target market segments.
- Position products, services and/or brands for competitive advantage.
- Develop and use the marketing mix to acquire, defend and enhance the product/service/brand position.
- Use technology to quantitatively and qualitatively analyze and evaluate market opportunities and current performance to provide feedback for adjusting marketing program for optimal performance.

Marketing is a creative, dynamic, and exciting career for business leaders and professionals. Marketing is concerned with the activities that influence the flow of goods, services, and ideas between producers and consumers or organizations. Marketing is responsible for making the organization responsive to its environments, for meeting the needs of a multitude of publics, and for managing growth.

Marketing involves the identification and selection of markets, analysis of consumer and organizational needs and buying behavior, forecasting of anticipated actions, product planning and development, packaging, pricing, logistics, distribution, selling, advertising, and sales promotion.

Today, successful organizations in the profit and not-for-profit sectors are market-driven with an emphasis on creating long-term relationships. Technology and communication are forces that provide organizations access to global market opportunities, opening new and exciting avenues for business professionals.

Career opportunities in marketing are varied and may revolve around specialized areas such as advertising, public relations, sales, and marketing research. Students may also pursue careers as generalists, including marketing management, product management, and strategic planning.

## Digital Marketing Concentration

### Objectives:

- Define what digital Marketing is, the various channels within which it operates and its role in marketing strategy.
- Identify target audiences through online market research to create original digital content to meet organizational goals.
- Launch effective social media and digital marketing campaigns across internet-based platforms.
- Distinguish between the functions of digital communication channels and software to select those appropriate for the needs of the organization and end users.

- Quantitatively evaluate digital marketing strategies and tactics and use the data to inform future marketing decisions and track marketing effectiveness.

A concentration in Digital Marketing prepares students with a theoretical foundation in Marketing and an applied digital marketing experience to critically evaluate, develop and implement strategies to market products or services using digital technology, such as Internet, mobile, display ads and other forms of digital medium. The objective is to learn how to promote brands and reach consumers through various forms of digital channels such as Google search, social media, email, and their websites. Students will become versed in Digital Marketing assets include websites, blogs, eBooks and whitepapers, infographics, social media channels, earned online coverage (PR, social media and reviews), and online brochures and utilize tools such as Search Engine Optimization (SEO), Content Marketing, Inbound Marketing, Social Media Marketing, Pay-Per-Click (PPC), Affiliate Marketing, Native Advertising, Marketing Automation, Email Marketing, and Online PR. Students will work with real-world clients to develop, manage and analyze social media and digital marketing strategies live across various digital channels and platforms. Students will complete the concentration with a comprehensive understanding of and experience with how to develop an integrated digital marketing strategy and optimize it for multi-channel traffic acquisition.

## Marketing Minor

The marketing minor is designed to give students a business perspective that is market oriented. It will allow students concentrating in other business areas and in liberal arts to cultivate an understanding of key aspects in the field of marketing. Most modern organizations operate under the basic premises of marketing: customer-orientation, organizational integration and long-term orientation. Through prudent course selection, students can gain knowledge in specialized areas of marketing such as sales, advertising and research or develop a general marketing minor.

## Marketing Analytics Minor

The marketing analytics minor is designed to give students the conceptual background and applied tools necessary to conduct analysis of databases of markets, consumers, or products, the results of which would be used to drive decision making in organizations. Business and policy decisions are increasingly driven 'by the numbers.' Marketing decision makers, in particular, base decisions upon hard data and often complex analysis of customers. Successful careers in marketing and a variety of other fields require a deep understanding of marketing analytics, including how to develop, interpret, and present analytics.

## Sales Minor

The sales minor is designed to give students both a theoretical background and applied experience in the field of sales. A well-educated and trained professional sales force is critical to businesses' ability to provide value to their customers and effectively satisfy needs. Many students, regardless of their major or chosen profession, will be involved in selling products, services, or ideas and will have more successful careers if they understand the concepts of the selling process and can effectively apply those skills.

## Faculty

### Department Chair

Michael Gravier

**Professor**

Sharmin Attaran

**Professor**

Stefanie Boyer

**Professor**

Michael Gravier

**Professor**

Keith B. Murray

**Professor**

Sukki Yoon

**Professor**

Srdan Zdravkovic

**Associate Professor**

Eun Kang

**Associate Professor**

Kacy Kim

**Associate Professor**

Teresa McCarthy

**Lecturer**

Kevin Gainor

**Lecturer**

T.V. Jayaraman

**Lecturer**

Mehreen Pasha

## Concentration

- Marketing Concentration
- Digital Marketing Concentration

## Minors

- Marketing Analytics Minor
- Marketing Minor
- Sales Minor

## Courses

**MKT 201. Foundations of Marketing Management. 3 Credit Hours.**

This course provides an overview of key marketing concepts, tools, and methods of analysis and takes both a theoretical (strategic market assessment and planning) and practical approach to managing business affairs from a marketing perspective. The scope includes the seven key elements of the marketing mix management [product, price, promotion, distribution, people, process, and facilities], customer value and satisfaction, competitive analysis, marketing research, segmentation and targeting, branding and positioning, and consumer behavior.

Prerequisites: BUS 100

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 201G. Global Dimensions of Marketing. 3 Credit Hours.**

This course exposes students to a systems-oriented approach to marketing that is both theoretical and applied. Students examine the major environmental forces that challenge the marketing manager today and, in the process, learn marketing methodology used in the field. Students explore topics like marketing research, buying behavior, segmentation, targeting, and Marketing Mix (product, distribution, promotion, and pricing). Although this course deals with common marketing concepts and problems, these topics are analyzed in a broader, international context.

Prerequisites: BSIB major, BUS 100

Session Cycle: Fall

Yearly Cycle: Annual.

**MKT 203. Honors Contemporary Marketing Principles Seminar. 3 Credit Hours.**

This course will expose students to the core marketing principles and the use of those principles to accomplish marketing tasks. Students will examine current marketing issues in detail and read current business/marketing periodicals on topics relevant to marketing. Students receiving credit for MKT 201 cannot receive credit for this course.

Pre/Corequisites: ACG 203 or ISA 201

Prerequisites: BUS 100 and ECO 113 and ECO 114 and honors program and sophomore standing

Session Cycle: Spring

Yearly Cycle: Annual.

**MKT 311. Consumer Behavior. 3 Credit Hours.**

Consumer Behavior class applies concepts, principles, and theories from various social sciences including economics, psychology, social psychology, sociology, and anthropology to the study of the internal and external factors that influence the acquisition, consumption, and disposition of goods, services, and ideas. Students develop the ability to translate learned material into marketing implications. Knowledge of consumer behavior principles is becoming increasingly important to marketing decision-makers, managers, and public policy makers.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 312. Marketing Research. 3 Credit Hours.**

Students in this course learn to develop the information necessary for marketing decision-making. This course emphasizes a management-oriented analysis of marketing phenomena including the following: identifying and defining marketing problems, designing research, acquiring information, evaluating data, and presenting research.

Prerequisites: MATH 201 and MKT 201 or MKT 203 or MKT 201G and junior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 360. Retail Management. 3 Credit Hours.**

Retailing is addressed as a unique business and marketing format, which is distinct from manufacturing and wholesaling. The course examines how retailers have evolved and identifies challenges that retailers face in the 21st century, as well as the role of the internet in retail strategy. The development of approaches to attract consumers and cultivate long-term relationships is a significant theme throughout the semester. Course objectives include achieving an understanding of the global environment in which retailers operate; the need for a strategic approach to retail management; the types and sources of information available to enhance marketing decision-making; and the relationship among the marketing mix variables and their application to retailing.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing

Session Cycle: Spring

Yearly Cycle: Varies.

**MKT 363. Personal Selling. 3 Credit Hours.**

This course is designed to give you hands-on experience and feedback to improve your selling skills. Every industry in every country is in need of well-trained sales people. This class will help you perform better in selling situations whether working B2B, B2C or selling your own brand in the job interview by teaching the tools and strategies for success. Some of the topics include: adaptive selling, ethics, relationship and trust building, closing the sale, negotiating for win-win solutions, handling objections, prospecting, verbal and nonverbal communication, personal and professional development and branding, customer relationship management, time and territory management, social media, and various selling techniques. Students compete in a sales competition during the semester, network with sales professionals, study selling cases and perform many recorded presentations. The course uses 360 degree evaluation and incorporates technology into the classroom, as well as feedback from professional sellers, buyers and trainers.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 368. International Marketing. 3 Credit Hours.**

Students will study essentials of international marketing and explore reasons and needs for marketing goods and services across international borders. This class explores differences in cultural, political, economic, and legal systems and the impact of these differences on marketing strategy. Students will investigate different modes of entry into foreign markets, global trade trends, international positioning, and specificities of international marketing research. This provides a foundation for examining each element of the marketing mix (product, place, price, promotion) in the international context.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing

Session Cycle: Spring

Yearly Cycle: Annual.

**MKT 371. Advertising and Integrated Marketing Communication. 3 Credit Hours.**

This integrated marketing communication course is an overview of promotional activities and their effective integration in the communication endeavors of the firm. Students will use examples of traditional and non-traditional media. This course emphasizes the following topics: determining communication goals, marketing and promotional objectives, developing creative themes, testing messages, evaluating promotion effectiveness, and strategic campaign planning. Students also develop creative-thinking and decision-making skills and their application to media planning, budgeting, and other matters of promotion and communication consideration.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 380. Services Marketing. 3 Credit Hours.**

Because numerous key differences exist between the marketing and management of services and the marketing of goods, this course focuses on the distinctive and necessary marketing challenges associated with service offerings as well as management strategies and tactics needed for marketplace success. The importance of service marketing and management expertise is highlighted by the dominance of and increasing dependence on services in developed economies.

Prerequisites: MKT 201 or MKT 201G or MKT 203 and junior standing

Session Cycle: Fall

Yearly Cycle: Annual.

**MKT 381. Digital Marketing. 3 Credit Hours.**

This course examines how digital marketing can be used to achieve business and marketing goals. This course will focus on online consumer behavior, the various digital channels available to marketers, how to create and launch effective digital marketing campaigns across internet-based platforms and how to track marketing effectiveness. The course examines digital marketing strategy, implementation and execution for B2B and B2C brands and provides a hand-on understanding of all digital channels and platforms. Participants will obtain experience about how to develop an integrated digital marketing strategy, from formulation to implementation.

Pre/Corequisites: MKT 312

Prerequisites: MKT 201 or MKT 201G or MKT 203 and MKT 311

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 382. New Product Development. 3 Credit Hours.**

This course introduces the student to the numerous stages an organization executes to bring a new product to market. It covers the decisions that management and marketing must make to bring a product from the concept generation and problem based ideation to marketing testing and launch management.

Pre/Corequisites: MKT 311 and MKT 312 and junior Standing

Prerequisites: MKT 201 or MKT 201G or MKT 203

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 391. Marketing Internship. 3 Credit Hours.**

Individually supervised employment in an area of marketing (such as retailing, advertising, sales and marketing research) which involves the application of marketing theory and principles to the work environment. Students are required to work a minimum of ten hours per week on the job, meet periodically with their supervising faculty member research related literature and prepare a substantive report on their work experience. This course requires department approval and is limited to second semester juniors and to seniors.

**MKT 410. Business To Business Marketing. 3 Credit Hours.**

Students in this course investigate the domestic and international activities involved in marketing products and services to industrial buyers, governments, and marketing intermediaries. Students learn a marketing approach to business strategy. Supply Chain Management is a central core of the course with special emphasis placed on physical distribution, business marketing channel participants, value and vendor analysis, contracting, business ethics, and pricing strategy.

Prerequisites: MKT 201 or MKT 201g or MKT 203 and senior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 412. Marketing Policy and Problems. 3 Credit Hours.**

This course provides a capstone experience to help students integrate and advance knowledge from prior marketing and business courses to gain experience in marketing strategy development. Students apply their theoretical knowledge to actual marketing situations in a simulated virtual business. In a competitive, global business environment, students will conduct a situation analysis, identify opportunities and problems, formulate marketing strategies, plan and execute tactics, analyze and interpret data, and reformulate strategies, thereby developing marketing skills critical to succeed in today's business world.

Prerequisites: MKT 311, MKT 312 and senior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 421. Sustainability Marketing. 3 Credit Hours.**

This course explores marketing sustainability from an international perspective. The course is built around assessing sustainable practices of international companies with a focus on the supply chain and how these practices compare to those in the United States. The course emphasizes communication, consumer sentiment and regulation regarding sustainability. There will be a travel component for this course to provide students with a true global and experiential learning experience.

Prerequisites: Instructor permission and MKT 201

Session Cycle: Spring

Yearly Cycle: Varies.

**MKT 461. Marketing Analytics. 3 Credit Hours.**

In this course students learn to develop and apply quantitative and analytic tools to tactical areas of marketing decision making. Students acquire the following techniques: forecasting, behavioral modeling, and linear and nonlinear programming. The course teaches compute applications using spreadsheets, word processing, and statistical software.

Prerequisites: MKT 312 and senior standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.

**MKT 463. Sales Management. 3 Credit Hours.**

This course is designed to give students hand-on training in sales management and exposure to hiring firms, while refining students skills and providing opportunities for professional success. In this course, students will be assigned two sales teams to manage, who will provide feedback on their management capabilities. Students will shadow a sales manager for a day, compete in a sales competition with professional sales people and trainers, and design a self-directed learning project to complete during the term. The course offers a professional speaker series with special topics in sales management. Topics of the course include: managing conflict, goal setting, providing feedback, understanding your leadership style, active listening, following up, asking the right questions, coaching, sales forecasting, adapting to the situation, motivating your sales team, training, compensation, recruiting, selection, performance evaluation, ethics, and communication.

Prerequisites: MKT 363 and senior standing is required

Session Cycle: Spring

Yearly Cycle: Annual.

**MKT 481. Digital Marketing II. 3 Credit Hours.**

This course examines how to develop, implement and analyze a digital marketing strategy across digital channels and platforms. Students complete the course with a comprehensive understanding of how to develop an integrated digital marketing strategy and optimize it for multi-channel traffic acquisition. This includes evaluating the competitive landscape and structuring a digital marketing approach inclusive of paid and organic tactics. Students will have a better understanding of how different digital marketing channels drive users to a website and convert users based on a targeted call-to-action (CTA) using lead generation and email strategies, among others. Topics will include search engine optimization (SEO), search engine marketing (SEM), display advertising, mobile advertising, social media marketing, content marketing and web analytics.

Prerequisites: MKT 381. Digital Marketing Concentrator or instructor approval

Session Cycle: Spring

Yearly Cycle: Annual.

**MKT 497. Directed Study in Marketing. 3 Credit Hours.**

In depth exploration of specialized areas of marketing serve as the purpose of this course. Individualized instruction is used to research areas in which the faculty member and student have a common interest. Extensive research including primary data collection may be required. The course concludes with the preparation of a thorough research report and presentation.

Prerequisites: MKT 201, MKT 312 and senior standing.

**MKT ST401. Special Topic: Sports Marketing. 3 Credit Hours.**

This course offers an engaging introduction to sports marketing, combining theory with practical insights to understand the business dynamics of the sports industry. It covers strategies for promoting events, teams, and products, with a focus on fan engagement, digital channels, and sponsorships. Also, it highlights the unique characteristics of sports marketing and the importance of market research in identifying and segmenting sports consumers.

Prerequisites: MKT 201 or MKT 203

Session Cycle: Varies.

**MKT ST485. Special Topics: Digital Marketing Analytics. 3 Credit Hours.**

Students in this course will have the opportunity to interpret, evaluate, and integrate digital marketing data. Core content will focus on identifying and understanding digital marketing metrics to gauge the success of traditional, digital, interactive, and social media marketing efforts. This course focuses on four fundamental areas of digital marketing: web analytics, search engine optimization (SEO), search engine marketing (SEM), and social networks.

Pre/Corequisites: MKT 312 and Junior Standing

Session Cycle: Fall, Spring

Yearly Cycle: Annual.