

# Marketing (MKTG)

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## **MKTG 1530R. Collegiate DECA. 1 Hour.**

For members of Collegiate DECA, an organization for college students preparing for careers in marketing, management, and entrepreneurship, or related business areas, and is the post-secondary affiliate of Distributed Education Clubs of America (DECA). Designed to provide leadership development and marketing-related activities and competition not traditionally available in college courses. Annual Collegiate DECA membership fee required. Repeatable up to 4 credits subject to graduation restrictions. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Discuss current real world business/vocational related subjects, topics, situations, and personnel not found in a regular classroom situation. 2. Create opportunities to assistance in helping students analyze a profession or vocation. 3. Design leadership experience and leadership training opportunities. 4. Increase students' level of social responsibility/awareness, and provide the opportunity for meaningful community service learning. 5. Develop competitive opportunities for students to test their respective business/marketing skills against their peers. 6. Construct an environment where students can develop their inter- personal, social relations, and networking skills. Course fee required.

## **MKTG 1531R. Collegiate DECA Competition. 1 Hour.**

Covers a wide variety of marketing and management skill areas in order to allow DECA students the opportunity to upgrade their marketing and management skills and prepare for competition through marketing and management skills, through actual participation in actual business simulations and case problems. Repeatable up to 4 credits subject to graduation restrictions. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Discuss current real world business/vocational related subjects, topics, situations, and personnel not found in a regular classroom situation. 2. Create opportunities to assistance in helping students analyze a profession or vocation. 3. Design leadership experience and leadership training opportunities. 4. Increase students' level of social responsibility/awareness, and provide the opportunity for meaningful community service learning. 5. Develop competitive opportunities for students to test their respective business/marketing skills against their peers. 6. Construct an environment where students can develop their inter- personal, social relations, and networking skills. Corequisites: MKTG 1530R.

## **MKTG 3010. Marketing Principles (ALPP). 3 Hours.**

Required for students pursuing majors in the College of Business. Provides a basic background in the broad field of marketing by examining the processes that direct the planning and execution of the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives, including international implications, consumer behavior, product and distribution channel strategies, pricing and promotional strategies, and development of an integrated marketing plan that includes website development, mobile technologies, email, and social media. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. Inclusive Access Course Material (electronic book) fees may apply, see Fees tab under each course section for details. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Develop a working level of knowledge of the core functional areas of marketing. 2. Apply higher levels of critical thinking marketing concepts. 3. Demonstrate the principles necessary to succeed in business. 4. Identify and resolve ethical issues in business and marketing. 5. Apply content learned in the course through development of an innovative product/service using outside mentors and then presenting their findings in the form of a marketing plan to business leaders from the community and to their classroom peers. FA, SP, SU.

## **MKTG 3450. Consumer Behavior. 3 Hours.**

Required for Marketing majors, and open to other students pursuing majors in the College of Business. Covers the basic principles of consumer behavior, including the psychological, sociological, and anthropological bases of consumer behavior as related to consumer purchasing and consumption habits. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Explain psychological and sociological theoretical consumer behavior models that contribute to and shape the behavior of people as consumers and apply them to real world marketing situations. 2. Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments. 3. Illustrate the use of buyer behavior frameworks and analysis through written, verbal and visual presentations. 4. Evaluate social and ethical implications of marketing actions on consumer behavior. 5. Analyze a consumer-related issue and develop a strategic initiative to address that issue to benefit consumers and a business entity. Prerequisites: MKTG 3010. FA, SP.

## **MKTG 3500. Digital Marketing. 3 Hours.**

Required for Marketing majors, and open to other interested students. Covers digital marketing strategy, application, and integration with traditional promotion. Students will craft comprehensive, persuasive marketing campaign plans and learn to apply them using current technology; recognizing social, legal, and economic factors impacting the planning and delivery of these campaigns. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Develop target audiences, key messages, and creative strategies that capture value throughout the customer journey. 2. Recognize how to maximize value from digital promotion channels: Websites, search engine optimization (SEO), digital display, social media, content marketing, email marketing, and paid advertising. 3. Explore and apply cutting-edge digital marketing tools and technology. 4. Design and present a comprehensive integrated digital marketing strategy and plan. 5. Create key performance indicators, analyze promotion efforts, and calculate ROI. Prerequisites: MKTG 3010. FA, SP.

**MKTG 3515. Sales Management (ALPP). 3 Hours.**

Designed for students to gain practical experience in using technology to understand the critical role marketing places on stakeholder satisfaction. The course will define specific elements of customer behavior and applied technology used to establish and build stronger, lasting relationships for the sustainable business model. Students will learn basic functions of sales force management, both in business-to-business and business-to-consumer environments. Students taking this course will learn salesperson effectiveness, deployment of structured sells and marketing communication(s), as well as optimal organizational design to support the technology aspect of enhance customer communications. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate proficiency in the use of Customer Relationship Management and Sales Management. 2. Summarize ways in which sales management skills and innovation create business value. 3. Articulate strategies for collaborating with top management and Information technology professionals to create business value. 4. Identify and resolve ethical issues in marketing and business. Prerequisite: MKTG 3010. FA, SP.

**MKTG 3550. Search Engine Optimization and Marketing. 3 Hours.**

Search engine optimization (SEO) is a complex and ever-evolving field that plays an important role in any organization to be discovered on the internet, improve brand awareness, increase website traffic and conversion rates, and improve ROI on digital marketing campaigns. This course is designed for marketing majors, students interested in a career in digital marketing, and those seeking to create an effective web presence for an organization. This course provides students with a comprehensive understanding of search engine optimization and marketing. Students will learn various aspects of SEO, including keyword research, on-page optimization, off-page optimization, and technical SEO. They will also learn various types of search engine marketing (SEM), such as pay-per-click (PPC) advertising, display advertising, and integration with social media marketing (SMO). Students will gain hands-on experience with SEO and SEM tools and techniques and create a comprehensive SEO/SEM strategy for a real-world company to apply the knowledge and skills learned in the class. **\*\*COURSE LEARNING OUTCOMES (CLOs)\*\*** At the successful conclusion of this course students will: 1. Define and apply the key components of search engines and their algorithms. 2. Demonstrate the ability to discover search engine optimization practice skills and mechanisms to evaluate, adapt, and measure the search engine result pages (SERP). 3. Conduct keyword research and design effective search keywords, phrases, tags, and landing pages to optimize the online presence and searchable results of websites based on target audiences. 4. Design and Implement on-page SEO best practices to enhance website structure, content, and user experience. 5. Apply web analytics and SEO tools to evaluate the SEO strategy. 6. Develop and present a comprehensive marketing program for an organization that integrates content marketing strategies with SEO, SEM, and Social Media Optimization (SMO) to create engaging and search-friendly content to amplify content reach and improve brand visibility and conversions. Prerequisites: MKTG 3010 and MKTG 3500 (Grade C- or higher). SP.

**MKTG 3600. Services Marketing. 3 Hours.**

Service organizations (e.g., banks, transportation companies, hotels, hospitals, educational institutions, restaurants, and professional services) require a distinctive approach to marketing strategy, both in its development and execution. This course addresses the strategy and execution of marketing in service businesses and covers the role of services in manufacturing enterprises. The manufactured goods sector see service as the basis for attaining a sustained competitive advantage. **\*\*Course Learning Outcomes (CLOs)\*\*** At the successful conclusion of this course students will: 1. Develop an understanding of the unique challenges involved in services marketing. 2. Understand the importance of integrating marketing, human resources, and operations in the service delivery process. 3. Understand key issues of measuring service quality and customer satisfaction. 4. Identify the differences between marketing in service versus manufacturing organizations and understand how service can be a competitive advantage in manufacturing organizations. 5. Identify and analyze the various components of the services marketing mix (three additional Ps) as well as key issues required in managing service quality. 6. Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery. Prerequisite: MKTG 3010 (Grade C- or higher).

**MKTG 3900. Retail Management (ALPP). 3 Hours.**

Open to Marketing majors and other interested students. Presents an integrated approach to retail management. Many activities of retail establishments will be explored, including but not limited to, retail strategy development, understanding the customer, retail information systems, market and location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws and ethics, and retail tactics. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Analyze and apply the principles of effective retail management. 2. Recognize and appreciate the differences between well-run and poorly run retail operations. Optimizing operations. 3. Understand retail strategies and tactics employed in running a retail operation. 4. Distinguish between ethical and unethical decisions in retail business situations. The Purpose of mission statements and ethics statements. 5. Demonstrate knowledge of the measurement tools common to a retail enterprise. 6. Identify careers and opportunities in retailing. 7. Evaluate a Retail Organization and perform a SWOT Analysis on the business. Prerequisites: MKTG 3010. FA, SP.

**MKTG 4100. Marketing Research. 3 Hours.**

Required for Marketing majors, and open to other interested students. Designed for students to gain an understanding of the role that marketing research plays in identifying and solving marketing problems. The key emphasis is placed on problem identification, secondary data collection (to include data collection instruments, applied samplings and methods of acquisition), and data analysis techniques used in marketing research projects. The course will assist in the development of student's skills and knowledge in conducting marketing research and evaluating its effectiveness for decision making. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Identify and describe the principal steps involved in the marketing research process. 2. Identify and evaluate quality information sources and means of gathering primary and secondary data. 3. Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve marketing issues. 4. Demonstrate an understanding of the ethical framework that market research needs to operate within. 5. Develop and present a comprehensive marketing research report. Prerequisites: CIS 2010 or ISA 2010 (Grade C- or higher); AND ACT score of 28 or higher in English OR ENGL 1010; AND MKTG 3010 (Grade C- or higher); AND STAT 2040 (Grade C- or higher). FA, SP.

**MKTG 4200. Entrepreneurial Marketing. 3 Hours.**

Open to Marketing majors and other interested students. This course is designed for students to gain practical experience with key marketing concepts and methods relevant for entrepreneurs. From initial thought or idea, to the launch of a company, the focus here is on market analysis and segmentation, product or service evaluation, marketing research and the overall development of the business concept. Students will gain an understanding of assessment of marketing potential, product/service design, successful distribution relationship and product pricing. The focus of this course is on new business startup. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Analyze industry and business-specific factors that influence marketing approaches. 2. Apply marketing frameworks and methodologies to business marketing problems and opportunities. 3. Interpret business frameworks and analysis through written, verbal and visual presentations. 4. Apply financial analysis and decision-making methods to marketing budget plans and strategies. and 5. Collaborate with business professionals and students as they formulate marketing strategies. Prerequisites: MKTG 3010. FA, SP.

**MKTG 4300. International Marketing. 3 Hours.**

This course focuses on the issues companies face when developing and implementing marketing strategies outside of their domestic markets. The impact on marketing of the cultural, economic, political, and technological environments in different countries will be assessed. Strategies and tactics for developing each of the four "P's" internationally and globally will be examined, including 1) product, service, and branding policies, 2) advertising, promotion, and communications plans, 3) channels of distributions, and 4) pricing policies in the international context. Approaches for deciding the extent to which marketing should be globalized versus localized will also be explored. **\*\*Course Learning Outcomes (CLOs)\*\*** At successful conclusion of this course students will: 1. Understand how the global business environment economic, cultural, and political influences a company's decision to enter/remain in a foreign market. 2. Discern the optimal foreign market entry strategy for a business. 3. Determine how to balance global and local considerations when developing the marketing mix. 4. Understand how trade practices, tariffs and nontariff barriers are used in trade law. 5. Understand the role of the Internet for global business. Prerequisite: MKTG 3010 (Grade C- or higher). SP.

**MKTG 4500. Product Marketing. 3 Hours.**

Required for Marketing majors, and open to other interested students. Product Marketing is a project-based course that focuses on action learning and a build your own case approach to teach foundational product management skills. Students will learn how to launch a product and how to obtain a top notch product management job. Students evaluate user needs, specify functional requirements, and identify business go to market strategies for a new web or mobile application. Product Marketing is designed to help students gain product management experience and who either wish to work in that role after graduation in a marketing company, in a startup, or for aspiring founders who want to gain a better understanding of the product development process. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of core business functions related to product marketing. 2. Analyze a complex business situation, identify relevant business issues, opportunities and problems with respect to marketing concepts for product management. 3. Evaluate ways in which marketing skills and innovation work to create business value. 4. Analyze business situations by performing appropriate quantitative and qualitative analysis, synthesize to form alternative solutions; and make recommendations for viable courses of action with product management marketing. 5. Organize, prepare, and deliver professional quality oral presentations. 6. Evaluate the essential elements of successful teamwork and reflect upon their competency and experiences in applying marketing concepts to product management. 7. Create a marketing plan for a new or improved product while working in a group and with a local business. 8. Analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. Prerequisites: MKTG 3010 (Grade C- or higher). FA, SP.

**MKTG 4600R. Marketing Practicum. 1-3 Hours.**

For students pursuing degrees in Marketing BA/BS. Applied marketing project(s) working with a business to provide student with an opportunity to obtain practical marketing skills. Students, faculty and a business work closely to design and set successful completion goals for the course, which is dependent upon a formal contractual arrangement with the faculty member and the business that is submitted at the beginning of the semester in which coursework is undertaken. Repeatable up to 6 credits subject to graduation restrictions. **\*\*COURSE LEARNING OUTCOMES (CLOs)** At the successful conclusion of this course, students will be able to: 1. Apply knowledge acquired in marketing coursework to practical situations. 2. Demonstrate hands-on experience in a marketing career path. 3. Develop good general work habits and attitudes. 4. Develop professional readiness skills, such as written and verbal communication skills, analytical skills, problem-solving and decision-making skills. 5. Develop career networking opportunities. Prerequisites: Marketing Program Director and Instructor permission. FA, SP, SU.

**MKTG 4800. Marketing Strategy. 3 Hours.**

Required for Marketing majors, and open to others pursuing a major in the College of Business. Utilizing an investigation and application of marketing models and principles, integrates the market analysis, insight, skills, and planning necessary to develop and implement sound marketing strategies that improve exchange relationships between suppliers and buyers through traditional methods and digital technologies to create an appropriate "marketing mix". \*\*COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to:

1. Understand and apply strategies to your evaluation of a marketing problem.
2. Evaluate a firm's strategic competitive advantage from the standpoint of innovation, financial standing, and customer relationships.
3. Analyze disparate, sometimes conflicting, pieces of information to make strategic marketing decisions regarding how to handle a variety of different marketing-relating situations and problems.
4. Use strategic principles to make recommendations as to how an organization can enact ethical and sustainable marketing strategies.
5. Articulate strategies to others in the organization to understand and align with goals and mission of the organization.

Prerequisites: MKTG 3010 and MKTG 3450. FA, SP.

**MKTG 4900R. Directed Marketing Research. 1-3 Hours.**

For students pursuing degrees in Marketing BA/BS. Marketing research project directed by a faculty member. Students and faculty work closely to design and set successful completion goals for the course, which is dependent upon a formal contractual arrangement with the faculty member that is submitted at the beginning of the semester in which coursework is undertaken. Repeatable up to 6 credits subject to graduation restrictions.

\*\*COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to:

1. Demonstrate application of the marketing research process.
2. Propose and create a piece of original professional-quality written scholarship.
3. Develop professional readiness skills, such as written and verbal communication skills, analytical skills, problem-solving and decision-making skills.

Prerequisites: Marketing Program Director and Instructor permission required. FA, SP, SU.

**MKTG 4950R. Special Topics in Marketing. 1-3 Hours.**

Open to students interested in a marketing career. An advanced course designed to explore cutting-edge concepts, emerging trends, and specialized areas within the dynamic field of marketing. In this course, students will delve into innovative strategies, technologies, and methodologies that go beyond traditional marketing approaches. The curriculum is carefully crafted to provide a deep understanding of specialized topics, equipping students with the knowledge and skills necessary to navigate the rapidly evolving landscape of contemporary marketing.

\*\*COURSE LEARNING OUTCOMES (CLOs)\*\* At the successful conclusion of this course students will:

1. Develop tailored strategies for major social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and TikTok.
2. Explore techniques for content curation, user-generated content, and storytelling in the social media context.
3. Develop strategies to build and nurture online communities through social media.
4. Develop influencer marketing strategies, including identification, collaboration, and measurement of influencer campaigns.
5. Develop, optimize, and measure social media advertising campaigns to achieve specific marketing objectives.
6. Examine and evaluate ethical considerations related to user data, privacy, social responsibilities, and transparency in social media marketing.

Prerequisite: MKTG 3010 (Grade C- or higher).