

Marketing

Once accepted into the Marketing program, you will follow the course of study below:

Marketing 340 – Intermediate Marketing

Examines the marketing management tools that customer focused organizations use to identify, acquire and retain customers through marketing mix decisions. Students learn skills needed to create and execute these tactics. Topics include market opportunity analysis, product management, segmentation targeting and positioning, pricing decisions, integrated marketing communications, and channel management as well as customer focused activities such as customer relationship management and brand management.

Strategic planning and general marketing strategies are introduced.

Prerequisite(s): Business Administration 332. Corequisite(s): Marketing 350

AND

Marketing 350 – Consumer Behavior

Examines how organizations conceptualize, gather, analyze, and interpret data needed by managers to learn about customers in markets. Topics include selected consumer/customer behavior theories, customer value determination, and selected marketing research techniques.

Prerequisite(s): Business Administration 332. Corequisite(s): Marketing 340

AND

Marketing 360 – Marketing Analytics

Develops students' analytical and decision-making skills through specific exercises and examples that apply various statistics principles to marketing-specific content. Students learn how to organize data into customer databases and how to analyze those databases through learning of statistical techniques, decision analysis techniques, and spreadsheet analysis techniques.

Prerequisite(s): Business Administration 332

Choose any 1 of the 3 as Marketing electives

Marketing 462 Product/Service Management

Examines how organizations deliver value to customers through product and service strategies. Topics in product management include new product development, product life cycle, product mix management, and brand marketing. Topics in services management include service design, service delivery, service quality/productivity, service failure/recovery, and role of technology.

Marketing 466 Integrated Marketing Communications Management

Examines how organizations communicate value to customers. Communication topics will be presented in the framework of an Integrated Marketing Communication strategy.

Marketing 468 Sales Force Management

Examines how organizations communicate value to customers through face-to-face selling. Focuses on the activities and problems of sales representatives and first line sales managers.

Prerequisite(s): Marketing 350. Corequisite(s): Marketing 360.

Grade of C or better in Marketing 350 is required for all Marketing electives.

Marketing 460 – Global Marketing Strategy

Capstone course for Marketing to integrate concepts, frameworks, processes and tools presented in all prior course work. Students examine the application of marketing knowledge and skills in a global context with particular emphasis on how organizations respond with global marketing strategies.

Prerequisite(s): Marketing 350 and 360. Grades of C or better in Marketing 350 and 360 are required.