

MARKETING (MKTG)

MKTG 1101 Principles of Marketing

3 Credits

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.

MKTG 2212 Consumer Behavior

3 Credits

Prerequisites: MKTG 1101, sophomore 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.

MKTG 2221 Sales and Sales Management

3 Credits

Prerequisites: MKTG 1101, sophomore 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.

MKTG 2231 Advertising

3 Credits

Prerequisites: MKTG 1101, sophomore 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.

MKTG 2241 Digital Marketing

3 Credits

Prerequisites: MKTG 1101, sophomore standing.

In this course, students will undertake an applied perspective towards marketing on current digital platforms (company's website, social media platforms, etc) and will learn how to adapt the traditional marketing strategies onto the digital space. Topics to be covered include website design, Search Engine Optimization (SEO), online advertising, social media marketing, email marketing, mobile marketing, and web analytics. The course is designed to get students to think like a digital marketing professional, and to give them experience with industry-relevant hands-on assignments and exercises.

MKTG 2251 Social Media Marketing

3 Credits

Prerequisites: MKTG 1101, sophomore 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.

MKTG 2261 Sports Marketing

3 Credits

Prerequisites: MKTG 1101, sophomore 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.

MKTG 2271 Fashion Marketing

3 Credits

Prerequisite: MKTG 1101, sophomore standing.

This course is designed to equip students with the essential skills and knowledge needed to navigate US-based fashion brands, with a special focus on the unique role of New York City as a global fashion capital. Students will gain insight into the trends, challenges, and opportunities that shape American fashion. They will learn to analyze and engage diverse domestic and international customer audiences, understand how fashion brands build customer loyalty and drive sales both locally and globally. The course will look at strategies for branding, storytelling, and maintaining a distinctive brand identity in a highly competitive international market. Additionally, students will explore expansion into new markets, how brands align marketing practices with ethical and sustainable values, and create impactful campaigns that reflect the innovation and cultural diversity of the fashion landscape, providing students with a focused, practical and inspiring foundation for a fashion career.

MKTG 2311 Marketing Research

3 Credits

Prerequisites: MKTG 1101; ECON 0278 or MATH 1017 or MATH 2217 or PSYC 2810 or SOCI 3610; sophomore 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.

MKTG 2980 Internship

1 Credit

Prerequisite: Sophomore standing.

Students may take two semesters of internship, approved by the department. Students must be matriculated in the Dolan School of Business and have a GPA of 2.5 or higher. Enrollment by permission only.

MKTG 3321 Marketing Channels**3 Credits****Prerequisites:** MKTG 1101, junior 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.

MKTG 3322 Business-to-Business Marketing**3 Credits****Prerequisites:** MKTG 1101, junior 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.

MKTG 3331 Media Strategy**3 Credits****Prerequisites:** MKTG 1101, junior 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.

MKTG 3332 Public Relations Strategy**3 Credits****Prerequisites:** MKTG 1101, junior standing.

This course looks at the primary functions of the public relations profession in managing and building an organization's reputation. Key areas of study include understanding stakeholder expectations, exploring a variety of communication messages and publicity tactics that inform and engage audiences, leveraging mass market communications channels and understanding the measures of public perception. The course presents public relations as a central part of a communication strategy that impacts the success of the organization.

MKTG 3341 Brand Management**3 Credits****Prerequisites:** MKTG 1101, junior 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.

MKTG 3342 Contemporary Issues in Marketing**3 Credits****Prerequisites:** MKTG 1101; junior 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.

MKTG 3980 Internship**3 Credits****Prerequisite:** Junior standing.

Students may take two semesters of internship, approved by the department. Students must be matriculated in the Dolan School of Business and have a GPA of 2.5 or higher. Enrollment by permission only.

MKTG 4312 Global Marketing Strategy**3 Credits****Attributes:** INEL International Studies Elective**Prerequisites:** MKTG 1101, 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. Previously MKTG 3312.

MKTG 4990 Independent Study**3 or 6 Credits****Prerequisites:** MKTG 1101, 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.

MKTG 5400 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.

MKTG 5410 Marketing in the Digital World**1.5 Credits**

This course will provide students with the understanding of the role of marketing in the modern corporation. The course integrates the fundamental concepts of marketing with the newest trends in digital and social media marketing. Emphasis will be placed on how firms execute marketing strategy utilizing the latest digital tools. Open to MS Management students only.

MKTG 6500 Customer Value**3 Credits****Prerequisite:** MKTG 5400.

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.

MKTG 6505A Introductory Storytelling in Marketing**1.5 Credits****Prerequisite:** MKTG 5400.

Storytelling is an essential part of marketing communication. This course will allow students to understand the power of "the story" in a marketing context in how brands can effectively communicate, persuade, and influence key audiences. Students will learn to leverage brand stories in building long-term relationships with customers. Students will acquire the basics of storytelling drawing from its inter-disciplinary nature including the models and science behind it. They will also learn about the critical elements and techniques used in storytelling. Students will work on in-class assignments using established brands to identify good story ideas along with ways to capture target audiences' attention. They will not only learn to understand and critique brand stories but also be able to craft and execute holistic brand-customer stories through various promotional mix platforms.

MKTG 6505B Advanced Storytelling in Marketing**1.5 Credits****Prerequisite:** MKTG 6505A.

Storytelling with data is an essential part of marketing communication. This course will allow students to use data for effective brand-customer storytelling within an overarching brand strategy framework. Students will learn to apply the critical elements, techniques, including story angles and hooks in effectively communicating a brand-customer story backed with data. Students will work on an in-class project that entails research design, data collection and analysis to not only create a powerful data-oriented, brand-customer story but also to implement this story on at least one promotional mix platform.

MKTG 6510 Advanced Consumer Behavior for Managers**3 Credits****Prerequisite:** MKTG 5400.

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.

MKTG 6520 Research for Marketing Insights and Decisions**3 Credits****Prerequisite:** MKTG 5400.

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.

MKTG 6525 Customer Experience**3 Credits**

Customer experience (CX) occurs every time a customer interacts with a company via any channel, at any time, for any purpose. Creating word-class, end-to-end customer experiences has become an innovative way to gain sustainable competitive advantage, but it requires a deep understanding of both the customers and how they interact, as well as a commitment to change business processes based on that understanding. In this course, students will learn how to create compelling customer experiences along the whole process of customer touch-points, from prospect to purchase. Topics to be covered include pre-purchase profiling and segmentation of prospects, persona development, experience mapping, and the role of technology platforms and artificial intelligence that drive advanced customer journeys. The class consists of a mix of lectures, case analyses, and a project that includes designing, planning, and executing a complete Customer Experience for a selected brand/organization.

MKTG 6530 Marketing Analytics**3 Credits****Prerequisites:** MKTG 5400, DATA 5400.

Marketing analytics is the practice of leveraging data to drive marketing decision-making and strategy. This course introduces students to essential analytical techniques used to collect, analyze, visualize, and interpret marketing data including the ethical challenges with AI, machine learning and big data. Through a combination of theoretical concepts, hands-on exercises, and simulations, students will develop skills in data-driven marketing, optimization, and predictive modeling. By the end of the course, students will have gained hands-on experience with marketing data technologies and developed the ability to make data-driven marketing decisions.

MKTG 6535 Strategic Brand Management**3 Credits****Prerequisite:** MKTG 5400.

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; Module 3: Managing Brand Equity.

MKTG 6540 Advertising Management**3 Credits****Prerequisite:** MKTG 5400.

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.

MKTG 6550 Advanced Marketing Strategy**3 Credits**

The course will focus on the importance of an effective marketing strategy in order for businesses to make key marketing decisions and be successful. In this course, students will learn to strategically analyze and solve marketing problems from a decision maker's perspective. Students will focus on solving four fundamental marketing problems known as the "First Principles of marketing strategy" that firms face when designing and implementing marketing strategies. In order to develop an effective marketing strategy, most critical decisions must address that 1) All customers differ; 2) All customers change; 3) All competitors react and 4) All resources are limited. Application of the principles will cover all elements of the marketing mix including topics such as research and development, demographic targeting and segmentation, pricing, product forecasting, marketing channels, sales force distribution and media allocation.

MKTG 6560 Category Management and Shopper Insights**3 Credits****Fee:** \$100**Prerequisite:** MKTG 5400.

In this course, students will learn how retailers and manufacturers engage in a collaborative process to manage a product category at retail for the purpose of optimizing shopper satisfaction to increase revenues and profits. The course imparts students with hands on training on how to analyze retail POS (Point of Sales) data (syndicated scanner data). An emphasis will be given to data interpretation and implication on strategic and tactical decision making related to product assortment, shelf set, promotion, and pricing decisions for the purpose of generating store traffic, improving shopper loyalty, and ultimately increasing revenues and profitability. Students will learn how to leverage insights through a combination of case studies, workshops and by creating compelling, fact-based presentations.

MKTG 6570 Digital Marketing and Analytics**3 Credits****Prerequisite:** MKTG 5400.

The aim of this course is to provide students with a strategic understanding of the scope and dynamics of digital marketing, as well as its impact on businesses and consumers. The course also imparts tactical knowledge regarding the current, industry-relevant, digital marketing tools and practices. In addition to learning how to plan and integrate marketing objectives across multiple digital platforms (including website, search, social media, email, and mobile), students will learn how to measure their impact through analytics. The course will also discuss ethical concerns surrounding digital consumer targeting, and provide students with best-practices for formulating a successful digital brand.

MKTG 6575 Social Media Analytics and Strategy**3 Credits****Prerequisites:** MKTG 5400 and DATA 5400.

MKTG 6575 will focus on satisfying business' needs for social media managers and analysts that can effectively build, manage and analyze social media campaigns that are effective and generate results that provide them with a competitive advantage. Throughout this course, students will learn social media strategies and analytics methods such as social listening, social CRM, and social network analysis. While gaining hands-on experience, students will connect businesses with their target audiences across a wide range of social media platforms such as Facebook, YouTube, Instagram, TikTok, Twitter and Pinterest. Through their work with each of these platforms, they will develop content, create paid social campaigns, and interpret the analytical data generated by their efforts. By the end of this course, students will have gained industry relevant social media management and analytics certifications while using technology such as AI and Canva. Students will have learned strategies for turning data into actionable insights that can be used to improve social media marketing campaigns. Learning will be achieved through lectures, assessments, case studies with interactive discussions, certifications and an experiential learning project for a business.

MKTG 6580 Advanced Marketing Analytics**3 Credits****Prerequisite:** MKTG 5400, MKTG 6520.

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.

MKTG 6583 Pricing Strategies and Analytics**3 Credits****Fee:** \$65

Pricing is the only element of the marketing mix that generates revenue. The other marketing instruments typically drive cost in the process of creating customer value, which is recaptured through effective pricing. This course establishes a foundation for effective pricing decisions by teaching key economic, analytical, and behavioral concepts associated with costs, customer behavior, and competition; introduces students to advanced pricing techniques that aim to create additional value, including dynamic pricing, segmented pricing, pricing structures, and promotions; and highlights practical applications of these approaches within specific industry contexts. Through a mixture of lectures, case studies, and analytical techniques, the course will prepare students to address strategic and tactical issues related to pricing.

MKTG 6590 Experimental Research**3 Credits****Prerequisites:** MKTG 5400, MKTG 6520.

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.

MKTG 6900 Contemporary Topics**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.

MKTG 6990 Independent Study**3 Credits****MKTG 6999A Capstone Project: Marketing Analytics and Strategy****3 Credits****Prerequisites:** Four courses from: MKTG 6510, MKTG 6520, MKTG 6550, MKTG 6570, MKTG 6580, MKTG 6583.

In this course, students demonstrate how the knowledge and skills learned in the MS in Marketing Strategy and Analytics program can be applied to business problems. Students will demonstrate this competence by providing professional consulting advice to a local organization to solve a business problem in order to gain competitive advantage. Students undertake a major research project as a central activity in this course drawing on the expertise and research methodologies they have developed in the program.