

MKTG 300

Principles of Marketing

3 Credit Hours

This course is a basic foundation of marketing principles. The course will provide practical, marketing application exercises through which students apply newly learned marketing concepts to realistic situations. Topics covered will include: ethics, issues in the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services.

MKTG 311

Achieving Service Excellence

3 Credit Hours

This course explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products. Examples feature businesses from industries within and beyond the nine-service economy super sectors, e.g., education and health services, financial activities, government, information, leisure and hospitality, and transportation and utilities. Cutting-edge data addresses current issues such as sustainability, technology, and the global market, giving students valuable insights for business success.

MKTG 350

Digital Marketing

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-300

The course provides an overview of e-business strategies, electronic marketing strategies, and the integration of Internet-based business and marketing communications strategies. The course also reviews the evolving world of social media and consumer-created content.

MKTG 351

Digital Commerce

3 Credit Hours

This course is designed to help students develop a comprehensive plan for implementing a digital retailing business. Key areas covered in this course include: fundamentals of online store planning and design, creating a professional website using the Wix platform, online marketing, and the importance of online business strategies (e.g. marketing, entrepreneurship). This course culminates in students launching an online store that serves as their capstone project. Emphasis is on understanding of digital technologies (e.g. customer relationship management, SEO, product metrics) and critically evaluating their influence, particularly on digital merchandising strategies. There is an option to submit top student sites for potential Wix Certification, detailed in the capstone project instructions.

MKTG 355

Social Media Marketing

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-300

This course introduces students to social media. Students learn various forms of social media, how consumers and businesses use social media, and how social media transforms marketplaces. Students will become familiar with a range of

social media tools, analysis techniques, and be able to discuss their usage in business.

MKTG 361

Digital Marketing Research and Metrics

3 Credit Hours

Students will learn to be effective marketers through using analytical tools to measure and implement digital strategies. Students will gain experience managing online marketing budgets, identifying ROI of online marketing, targeting online consumers, and measuring online consumer behaviors (website hits, social media posts, online engagement etc...).

MKTG 380

Marketing Strategy

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-300

Marketing Strategy is designed to help students understand and analyze the strategic planning process as it relates to contemporary business organizations. Students will learn how to critically analyze the task of marketing within a firm, industry and society. Emphasis is placed on identifying and analyzing areas of the marketing mix and how they relate to the strategic goal and objectives of an organization, identifying major marketing problems and evaluating marketing decisions/strategies as they relate to the strategic plan of an organization.