

MKTG 300

Principles of Marketing

3 Credit Hours

Marketing provides a basic foundation of marketing principles, introduces the students to a full understanding of marketing practices pertinent today and stresses the importance of traditional marketing issues. The course will provide practical, marketing application exercises through which students apply newly learned marketing concepts in 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

Managing Service Excellence

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-300

This is a services leadership course designed to foster leadership, critical thinking and problem-solving skills in the services industry. Services are now recognized as the key driver of the United States economy and a significant component in all economies. As services have become a ubiquitous part of our lives, researchers have turned their attention to studying services as a separate domain of inquiry. Service Science draws on strong research foundations in the field of services marketing, management and technology to focus on challenges and opportunities relevant to service innovation and competing through services(s). Although traditional marketing processes remain the same in services marketing (segmentation, positioning, product differentiation, new product development, distribution and so on), they all undergo significant change when applied to services. Fundamental challenges with services include the high degree of involvement by customers, the relative intangibility of the product and the subjectivity of the assessment of quality. Our goal, then, is to understand how the unique aspects of services marketing influence on both marketing strategy and marketing management.

MKTG 350

Digital Marketing

3 Credit Hours

Pre/Corequisite: P (RQ) MKTG-300

Formerly titled Internet Marketing. The course will provide an overview of e-business strategies, electronic marketing strategies and the integration of Internet-based business and marketing communications strategies with traditional methods of going to market and communications with customers and suppliers. Further, we will review the evolving world of social media and consumer-created content. Should be taken junior/senior year.

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 will introduce students to the contexts and forms of social media, including what defines social media, who uses them, who gains from them, and how are they transforming the media landscape. Students will become familiar with a range of social media tools, analyze and discuss their uses and implications. The purpose of this class is to ensure that students are familiar with a range of social media tools, including the ability to use them for practical applications, and to encourage analysis and critical thinking with regard to the role of social media in professional, social and cultural contexts. Should be taken junior/senior year.

MKTG 361

Digital Marketing Research and Metrics

3 Credit Hours

In today's data-centric business environment companies are gathering an unprecedented amount of information. Whether directly or indirectly, companies have a host of information generated through online sales, likes, clicks, searches, rich-media, and online behavioral targeting. 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 marketing concepts and principles. Students will learn how to critically analyze the task of marketing under contemporary conditions 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. Required for all digital marketing majors. Should be taken junior/senior year.

MKTG 399

Special Topics: Digital Retailing

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). The 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.