

# MARKETING (MKT)

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## **MKT-RQT1 Marketing Required (3 Credits)**

**Typically offered:** All Sessions

## **MKT-2201 Introduction to Marketing (3 Credits)**

**Requisite(s):** BUS-1001 or ENT-1001

The purpose of this course is to introduce students to the activities and processes involved with marketing organizations, goods, and services in a global economy. This is an introductory course designed to familiarize students with the activities and strategies employed by marketers, as well as the key terms associated with the field. The student will acquire a conceptual base for understanding the role of marketing in a business environment, as the course explores the major components of the marketing mix, the 4Ps (product, pricing, place/distribution, and promotion). For promotion, the class will discuss especially social media marketing. Case studies and marketing planning will be studied so that the student gains an understanding of the critical role marketing plays in the strategy of a firm.

**Typically offered:** All Sessions

## **MKT-2202 Travel and Economic Geography (3 Credits)**

**Requisite(s):** MKT-2201

This course provides the vital geographical information required as a successful travel and tourist manager. Comprehensive discussions of the elements of geography including population, physical landforms, climate, and cultural setting. Cartographical understanding of desirable regions and places. An in-depth examination of the relationship between geography, travel, and tourism.

**Typically offered:** As Needed

## **MKT-2203 Introduction to Travel and Tourism (3 Credits)**

**Requisite(s):** MKT-2201

This course provides the student with a basic knowledge of travel and its various purposes: business, educational, cultural, therapeutic, recreational, and family activities. The factors affecting demand and supply are studied in detail. The course concludes with the major elements of tourism: foundations of transportation/accommodations, business, and special activities that lure people to travel.

**Typically offered:** As Needed

## **MKT-2204 Gender and Sexuality in Marketing (3 Credits)**

**Requisite(s):** Take BUS-1001 or ENT-1001

This course seeks to refine students' understanding of marketing by exploring how commercial enterprises are influenced by – and influence – society's norms about gender, gender identity, sexuality, sexual orientation, and sexual identity. While business and marketing are often viewed as external to other domains of social life, brands and companies choose to support or confront society's understanding of gender and sexuality through their communications to consumers about product and service offerings. Topics covered include the situational analysis, strategic marketing planning, and the marketing mix with an emphasis on segmenting, targeting, and promotion. Students will analyze marketing campaigns for products and services promoted to men, women, and non-gender conforming people, as well as to individuals with diverse sexual orientations and identities, in both the United States and globally.

**Prerequisite/ Corequisite:** BUS 1001 or ENT 1001

**Fulfills General Education Requirement:** WHG

**Typically offered:** All Sessions

## **MKT-2440 Intro to Digital Marketing (3 Credits)**

**Requisite(s):** Complete 30 credits, One Course from ITML (FYC)

This course provides a fundamental understanding of digital marketing and ecommerce. It will provide an overview of where digital marketing is today and what trends will impact the way we do digital marketing in the future (i.e. AI and chat bots). Then we look at the different aspects and instruments of digital marketing, including Website/ecommerce sites, search engine optimization, search engine marketing, and social media. Throughout the class we will analyze best practices via case studies across industries, with a focus on retail and consumer products.

**Typically offered:** As Needed

## **MKT-3304 Marketing Management (3 Credits)**

**Requisite(s):** MKT-2201

An in-depth study using the case method of markets, market planning, and marketing decisions. Students learn to evaluate products in relation to consumer demand, market segments, competitive positioning, alternate distributed channels, and relative price lining. Managerial aspects of the marketing functions are stressed.

**Typically offered:** As Needed

## **MKT-3307 Advertising and Sales Promotion (3 Credits)**

**Requisite(s):** MKT-2201

An advanced course in contemporary advertising and sales promotion techniques used by market-oriented business firms. Students write copy; plan space, TV, and radio ads; determine budgets; and develop campaigns for media, direct marketing, and point-of-sale displays. Agency/client relationships, corporate advertising departments, trade shows, and business expositions are explored.

**Typically offered:** As Needed

## **MKT-3309 Relationship Management (3 Credits)**

**Requisite(s):** MKT-2201

A course geared to developing personal selling abilities. A typical corporation's sales function in the marketing structure is studied to teach methods for recruitment of sales personnel, training, setting quotas, and operation of a field sales force.

**Typically offered:** As Needed

## **MKT-3315 Public Relations (3 Credits)**

**Requisite(s):** MKT-2201

Provides a thorough grounding in the techniques of public relations within the marketing department and throughout the entire corporation. Students learn to write media news releases, newsletters, and speeches; plan full campaigns; and handle crisis situations. Techniques and strategies of leading firms are presented through case histories.

**Typically offered:** As Needed

## **MKT-3316 Fashion and Retail Merchandising (3 Credits)**

**Requisite(s):** MKT-2201 or BUS-1771

This course examines the contemporary retail industry with a focus on Omni channel retailing. Students will develop an understanding of the global-retail marketplace and explore entrepreneurial opportunities within the retail sector. Topics include operations, planning, buying, pricing, sourcing, the product development cycle, promotions, store layout, visual merchandising, ecommerce, logistics and distribution.

**Typically offered:** As Needed

**MKT-3317 Consumer Behavior (3 Credits)****Requisite(s):** MKT-2201

This course will examine concepts, theories, and methods applicable to the study of consumer behavior. In general, the aim of this course is to gain a better understanding of consumer behavior related theories and how they contribute to effective and efficient marketing activities from the perspective of the consumer, marketer, and public policy maker. Since understanding the consumer is at the essence of marketing, this course is ideal for those pursuing careers in brand management, new product development, advertising, services, and other consumer related industries.

**Typically offered:** All Sessions**MKT-3330 International Marketing (3 Credits)****Requisite(s):** MKT-2201

Modern marketing crosses borders with an ever-growing volume of industrial and consumer products that are exported, imported, or manufactured by firms located in one nation for distribution in another. This course expands the principles of marketing to include planning, pricing, distributing, and promoting of global products and those earmarked for sale in selected foreign markets.

**Typically offered:** As Needed**MKT-3370 Travel and Tourism Management (3 Credits)****Requisite(s):** MKT-2201

The course provides students with an opportunity to explore the relationship between marketing and the tourism industry. It will emphasize the collaborative efforts that exist between airlines, hotels, restaurants, and travel agents. Topics covered include research analysis, strategies, market segmentation, product development, packaging, services, sales, advertising, distribution, mix, etc. Students will work as part of a team that develops a marketing plan for a destination which follows the hospitality and travel marketing system model and which will include advertising and collateral support materials.

**Typically offered:** As Needed**MKT-3777 Intro to Brand Management (3 Credits)****Requisite(s):** MKT-2001, ENT-2001, or BUS-2772

This course will focus on the building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities. This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals. The class blends marketing theory and practice to provide perspective on the brand management function.

**Typically offered:** As Needed**MKT-3788 Marketing Research and Analysis (3 Credits)****Requisite(s):** MKT-2201 or MKT-2440, Take 1 BAN course

In this course students will learn technology-based marketing research and analysis. The course begins with an introduction to product, consumer, competitive and market research. We then move on to apply various analytics tools to generate marketing insights from data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, text analysis and search analytics.

**Typically offered:** As Needed**MKT-3881 Content Marketing for Businesses (3 Credits)****Requisite(s):** MKT-2201 or MKT-2440, Take 1 BAN course

In this course students will gain insights on how companies are using content marketing as part of their digital marketing strategy. They will learn how to develop and a measurable content marketing strategy that can drive awareness, interest, and purchasing behavior. This includes understanding the different content types and formats and publishing channels. They will discuss how content marketing relates to search engine optimization (SEO). The class includes case study discussions, guest lectures, and group exercises. Students will work on the development of a content marketing strategy for a company and present it in class.

**Typically offered:** As Needed**MKT-3888 Social Media Marketing for Businesses (3 Credits)****Requisite(s):** MKT-2201 or MKT-2440, Take 1 BAN course

In this course students will gain insights on how social media marketing creates new opportunities - and also challenges - for businesses, associations, governments and non-profits, as part of their digital marketing strategy. They will learn how to create a social media strategy for businesses and how to measure the impact of social media on the business. This includes understanding the difference between owned, earned, and paid media and selecting the right social media platforms for the customers that the businesses serve. The class includes a deep dive into the key social media channels used by businesses today, including LinkedIn, Twitter, YouTube, Facebook, Instagram, TikTok, Snapchat, and Pinterest. The class includes case study discussions, guest lectures, and group exercises. Students will work on the development of a social media marketing strategy for a company and present it in class.

**Typically offered:** As Needed**MKT-4998 Independent Study in Tourism Development (1-3 Credits)**

Individual research and study on topics to be determined jointly by the student and advisor. Requires Management department approval.

**Typically offered:** As Needed**MKT-6001 Marketing for Managers (3 Credits)**

Graduate students only. This course will provide a managerial overview of the marketing process in a contemporary, customer-driven organization. Students will explore strategy and decision-making in the context of marketing activities. The relationship between strategic planning and marketing will be explored, along with contemporary ethical issues in marketing management. Topics will include consumer behavior and decision-making; segmenting, targeting, and positioning strategies; strategic use of marketing research; and the implementation of marketing activities, using the marketing mix.

**Typically offered:** All Sessions**MKT-6002 Digital Marketing (3 Credits)****Requisite(s):** MKT-6001;

Graduate students only. This course provides a comprehensive overview of digital marketing, including an introduction to new and emerging formats and platforms, how to integrate digital approaches into the marketing plan, and how to use digital tools and tactics to execute marketing strategy. Topics will include content marketing, social media, email marketing, mobile marketing, website user experience (UX), search engine optimization (SEO), search engine marketing (SEM), paid advertising, reputation management, and emerging approaches such as artificial intelligence, personalization, and augmented and virtual reality.

**IV. Prerequisites:** MKT 6001 Marketing for Managers.**Typically offered:** Summer Only

**MKT-6003 Digital Brand Management (3 Credits)**

**Requisite(s):** MKT-6001;

Graduate students only. This course provides an overview of the foundations of developing and managing a brand in the digital space and how to integrate the brand into the company's marketing and strategic activities. Topics will include brand awareness, brand engagement, the shift from a one-way conversation to consumers towards a two-way conversation with consumers, and the role of influencers and brand advocates. Prerequisites: MKT 6001 Marketing for Managers.

**Typically offered:** Fall Only

**MKT-6317 Consumer Behavior (3 Credits)**

**Requisite(s):** MKT-6001;

Graduate students only. This course provides an overview of consumer behavior, including the external and internal influences on consumer decision making, the consumer buying process, and how marketers can use consumer insights to develop successful marketing activities to support company strategy. Topics will include psychological theories of personality, motivation, memory, habit, and identity and how these inform consumer decision making; sociocultural factors such as social networks, reference groups, and social demography; impulsive and deliberate purchasing; brand loyalty; experiential marketing; and product satisfaction. Prerequisites: MKT 6001 Marketing for Managers.

**Typically offered:** Spring Only

**MKT-6995 Independent Study in Business (1-3 Credits)**

Graduate students only. Independent research and study in a topic in Business including submission of a written report. Prerequisites: graduate standing and approval of the department chairperson.

**Typically offered:** As Needed