

Marketing

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

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

Marketing 462

Innovation/New Product Development

This course helps students understand and master the entire new product development process, from insight and inspiration through launch. Key topics covered include: Creativity & innovation, stage gate processes, customer insights, product design, prototyping, intellectual property protection, and designing for the environment,

Marketing 464

Brand Management

Effective brand management is critical to maintaining a firm's long-term profitability. The course is designed to develop students' understanding of the importance of brand management in driving top- and bottom-line performance.

Topics include those relating to managing brands, products, and prices.

Marketing 466

Integrated Marketing Communication Management

Examines how organizations communicate value to customers. Communication topics will be presented in the framework of an integrated marketing communication strategy. Topics include advertising management, sales promotion, publicity and public relations, sponsorship marketing, direct marketing, and e-marketing

Marketing 468

Sales Force Management

This course examines how organizations communicate value to customers through the management of a professional sales force. It focuses on the activities and problems of sales force management and first line sales managers. Topics include sales force organization, recruiting, motivating, forecasting, territory design, and evaluation.

Marketing 469

Professional Selling

Examination of the theory and practice of professional selling. Focus is on creating, maintaining, and expanding customer relationships, professional selling, understanding organizational buying behavior, ethical concerns in the selling function, lead generation and prospect analysis. Both analytical and presentation skills are developed, as well as specific techniques necessary to pursue a career in professional sales.

Marketing 460 – 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.