

MKTG: MARKETING (MKTG)

MKTG 300. Principles Of Marketing. (3 Credits)

This course is designed to cover the basic concepts of marketing management in consumer and industrial markets, and the formulation of marketing strategies relating to products, channels of distribution, promotion, and price. The course seeks to promote a managerial approach to solving marketing problems and reviews the fundamental marketing institutions, with an awareness of ethical considerations and the global environment.

MKTG 303. Integrated Marketing Comm. (3 Credits)

Examines the nature and role of communications in marketing, focusing on the goals and uses of advertising, sales promotion, public relations, direct marketing, and personal selling in achieving the communications objectives of marketing. Explores the design, organization, and implementation of the communications mix, and the economic, social, and ethical implications of integrated marketing communications. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 305. Brand Management. (3 Credits)

This course will prepare students to lead a brand-centered marketing team in the consumer products/ services arena. The emphasis in the course is on brands, brand-equity and strategic brand management. The course will prepare students to operate successfully to improve the long-term profitability of brand strategies in the real world. Prerequisite: COBU 301 or NBMK 300.

MKTG 306. Mktg Channels Physical Distr M. (3 Credits)

Marketing Channels and Physical Distribution Management is a comprehensive course emphasizing the specific activities of manufacturers, wholesalers, retailers, and various other participants in marketing channels created for the purpose of delivering goods and services to consumers in an efficient and effective manner. This course covers in broad terms, all the managerial activities in the distribution of a firm's products from the point of production to the ultimate consumer. These managerial activities include modal and carrier choice decisions, choices among storage alternatives and different channel members such as distribution centers, wholesalers, retailers, and other distribution specialists as well as their impact on the distribution system will be covered.

MKTG 372. Marketing Internship. (3 Credits)

The marketing internship allows students to obtain practical work experiences in marketing-oriented positions of business firms under supervised conditions. The purpose is for the Internee to improve his/her quantitative and qualitative experiences as a marketing manager in a real business world under critical supervision of an on-site administrator and a marketing faculty member. Prerequisites: COBU 301 or NBMK 300, MKTG 303, MKTG 305, MKTG 306 and/or permission of instructor. 201608.

MKTG 401. Marketing Research. (3 Credits)

The course covers the concept and techniques of marketing research with special emphasis on sampling methods, interviews, statistical analysis of data and its implications. Methods of developing and evaluating research design for actual problems, collection of the information, and its analysis are stressed. Prerequisites: COBU 301 or NBMK 300 and COBU 260 201608.

MKTG 402. Advertising. (3 Credits)

This course places emphasis on planning, budgeting, research, media selection, and preparation of advertising messages. The evaluation of advertising from an economic and social aspect by clients and agencies is emphasized. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 404. Consumer Behavior. (3 Credits)

Consumer behavior is a comprehensive study of the relevant psychological, sociological, and anthropological variables that shape consumer attitude, behavior, motivation, and characteristics. Throughout the course, students should consider the issue of why consumers behave as they do in the market. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 405. Seminar In Marketing. (3 Credits)

This course is designed to integrate the marketing concepts learned in marketing-related courses taught over the student's matriculation, and to encourage the pursuit of further research and in-depth study in the specialized field of his/her choice. Special emphasis is placed on strategic thinking through the use of lectures, classroom presentations, class discussions, projects and "field" studies of managerial issues. The course will assist the student in comprehending and incorporating the basic tenets of the discipline as he/she makes the transition from academic life to the working world and faces new perspectives of a changing and challenging world. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 406. Digital Marketing. (3 Credits)

Examines how the Internet and other new media/technology are altering the exchange of marketing offerings between buyers and sellers. Investigates the roles of the digital channels and platforms (internet, mobile, social media, search engine etc.) as an integral element of marketing strategies, incorporating a critical evaluation of electronic commerce strategies. Provides an understanding of developing, evaluating, and executing a comprehensive digital marketing strategy. Students will complete the course with a comprehensive knowledge of and experience with how to develop and implement an integrated digital marketing strategy.

MKTG 407. Digital Marketing Analytics. (3 Credits)

Digital platforms generate extensive data on customer participation in social media activities and active engagement with brands, products and corporations. Product management and marketing strategy development are increasingly based on analysis of data from digital platforms. This course provides students with analytic tools and methods that can be applied to digital data for drawing insights necessary to the development of marketing strategy.

MKTG 408. International Marketing. (3 Credits)

The student will focus on the principles, issues, and problems of international marketing among the nations of the world. Marketing systems in all stages of development and various approaches to marketing problems by other nations will be addressed. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 410. Marketing Analytics. (3 Credits)

This course provides students experience with solving marketing problems using analytic models. Marketing models used in segmentation, conjoint analysis, demand forecasting, customer lifetime value and predictive modeling will be emphasized among others. Use of case studies will ensure a realistic business setting for problem solving. Prerequisites(s): COBU 306; MKTG 401.

MKTG 411. Purchasing Materials Management. (3 Credits)

This course deals with management of inbound logistics activities including purchasing, transportation, storage and warehouse control, for either a manufacturing firm or any of the channel members in a distribution system. Procurement, pricing, sourcing, leasing versus purchasing and materials management tools will be emphasized. Prerequisite: COBU 301 or NBMK 300 and COBU 302 or NBMG 300 201608.

MKTG 414. Retail Management. (3 Credits)

This course provides an in-depth coverage of the basic concepts of retailing, including retail institutions, the retail environment, consumer buying behavior, retail strategy, retail organization and information systems, store location, planning merchandise management, buying merchandise, pricing, promotion, store management, customer service, retail selling, fashion retailing, and the retailing of services. Special emphasis is given to the strategic and managerial functions involved with this area of marketing. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 415. Logistics Management. (3 Credits)

The course provides an in-depth overview of logistics management to include the study and analysis of integrated logistical systems, policy planning, and overall management relating to the complexities of distribution, transportation issues, consumption, redistribution and marketing. Prerequisite: COBU 301.

MKTG 460. Direct Marketing. (3 Credits)

This course provides an examination of the concepts, strategies and applications involved in direct marketing, including mail order and direct response advertising. Measurability, accountability, lists, data and the integration of direct marketing programs into total marketing efforts and overall organization goals and functions will be emphasized. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 461. Sales Management. (3 Credits)

A study of scientific methods of salesmanship analysis of prospects, knowledge of merchandise and its use, needs and benefits concepts, selling steps, selection and training of salesperson, theories and techniques of sales, and recognition of individual value. Prerequisite: COBU 301.

MKTG 462. Industrial Marketing. (3 Credits)

This course is designed to cover the basic concepts and management of industrial marketing such as the industrial marketing environment, industrial customer and market behavior, industrial marketing processes, segmentation, planning strategies, the industrial marketing mix, industrial marketing performance, and international implications. Prerequisite: COBU 301.

MKTG 470. Services & Non-Profit Marketing. (3 Credits)

This course focuses on concepts, practices, and strategies of services marketing, as well as the complexities involved in the area. Development of specialized marketing strategies from a managerial perspective is discussed for typical service entities such as professional, financial, education, entertainment, hotel and restaurant, health care, governmental, religious, research, advertising, and media organizations. Prerequisite: COBU 301 or NBMK 300 201608.

MKTG 478. Independent Study. (3 Credits)

The course provides an opportunity for the marketing student to do an independent study in an emerging and/or state-of-the-art marketing area by investigating a problem or topic of interest in his/her area of specialization under the supervision of two professors. Prerequisite: Senior Standing; Completion of the first elective course in the student's area of specialization; development of a research/study proposal for independent study that is approved by two professors who will supervise the independent study.

MKTG 489. Strategic Marketing. (3 Credits)

An integrative capstone course, the course explores how firms develop integrated marketing programs and policies to achieve sustainable competitive advantage in the market place. It will be taught through case analysis and computer simulation of competitive market interactions. Prerequisites: COBU 301 or NBMK 300, MKTG 401, MKTG 404 and senior standing. 201608.