

Marketing (MRKT)

Courses

MRKT 201. Personal Marketing. 3 Credits.

The course applies the marketing concept to understanding personal brand, social identity, and planning of career tracks. Particular emphasis is placed on the application of the marketing and sales concepts in professional career initiation and the development and delivery of presentations. The course also incorporates mock interviews, digital literacy, networking, time management strategies, and portfolio development. F,S,SS.

MRKT 305. Marketing Foundations. 3 Credits.

An overview of the scope and nature of market exchange and the buyer's pivotal role. Prerequisite: Sophomore, Junior, or Senior Standing, a minimum total of 45 credit hours. F,S,SS.

MRKT 310. Consumer Behavior. 3 Credits.

Theoretical and applied analysis of consumption-related activities of individuals. Investigations of the reasons behind and the forces influencing the selection, purchase, use, and disposal of goods and services. Prerequisite: MRKT 305, Sophomore standing or higher, and declared COBPA majors only. F,S.

MRKT 311. Professional Selling. 3 Credits.

The professional selling process including prospecting, qualifying, need-discovery and development, relationship-building, presentations, handling objections, closing, and post-sale service. Prerequisite: MRKT 201, MRKT 305, Sophomore standing or higher, and declared NCoBPA majors only. F,S.

MRKT 315. Retail & Omnichannel Marketing Management. 3 Credits.

Application of marketing and financial principles to the planning and execution of retail omnichannel marketing management. Includes analyses of relevant institutions and interest groups. Prerequisite: MRKT 305; Sophomore, Junior or Senior Standing. F.

MRKT 325. International Marketing. 3 Credits.

Survey of international business and marketing environment, with focus on elements of international marketing practices and their strategies. Prerequisite: MRKT 305; Sophomore, Junior or Senior Standing. S.

MRKT 327. Digital Marketing. 3 Credits.

Digital Marketing influences customers to make decisions about a product or service online- long before they see or hear any traditional communications. Digital Marketing is rapidly evolving. Each new tool comes with another learning curve and new jargon, blurring useful tools with trendy, irrelevant distractions. The accessibility and flexibility of Digital Marketing can result in higher returns on investment (ROI) and better understanding of consumers. This class in Digital Marketing will empower students to think strategically. F,S.

MRKT 330. Marketing Research. 3 Credits.

The research process from a marketing perspective. Addresses problem formulation, research design, methodology, and appropriate statistical methods. Application of procedures appropriate for the analysis and interpretation of marketing data. Prerequisite: MRKT 305; Sophomore, Junior or Senior Standing. F,S.

MRKT 340. Integrated Marketing Communications. 3 Credits.

This course focuses on the state-of-the-art strategic concept of integrated marketing communication (IMC). IMC incorporates advertising, sales promotions, publicity, public relations, personal selling, Internet, and any other means by which marketing information is communicated to people. The course will involve a synthesis of the theoretical, practical, and social considerations of IMC. Prerequisite: MRKT 305; Junior or Senior Standing. F.

MRKT 347. Social Media. 3 Credits.

This course is an in-depth look at business and business related social networks, social media platforms and online advertising. This course offers students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Prerequisite: MRKT 305; Junior or Senior Standing. F,S.

MRKT 386. Field Experience in Marketing. 1-8 Credits.

Work or on-site opportunity to study and/or assist with marketing activities and understand the role of marketing for that company/organization (profit/nonprofit). Prerequisite: Minimum GPA of 2.5, MRKT 305, and consent of instructor. Repeatable to 8.00 credits. S/U grading. F,S,SS.

MRKT 396. Directed Studies in Marketing. 1-3 Credits.

Research in some aspect of marketing. Written reports and collateral readings. Prerequisite: MRKT 310 and consent of instructor. F,S,SS.

MRKT 397. Cooperative Education in Marketing. 1-2 Credits.

Compensated, on-the-job experience in various areas of marketing. Repeatable only to maximum of 8 credits. Prerequisite: MRKT 305 and consent of instructor. Repeatable to 8.00 credits. S/U grading. F,S,SS.

MRKT 405. Brand and Product Management. 3 Credits.

The study of the theory and practice of managing brands and products as vital corporate assets and the focus of the marketing planning process. Prerequisite: MRKT 310; Junior or Senior Standing. S.

MRKT 411. Sales Management. 3 Credits.

This course introduces the practice of sales management. Students will learn to think critically and strategically about sales force recruiting, training, organization, motivation, compensation, and evaluation. Prerequisite: MRKT 305; Junior or Senior Standing. S.

MRKT 420. Marketing Analytics for Decision Making. 3 Credits.

Marketing analytics is an advanced course that uses quantitative and statistical methods to turn raw data into meaningful and interpretable decision variables that help marketers make better decisions or evaluate past actions. Marketing analytics is one of the hottest areas of marketing: 1) advancements in information technology, the internet, social networks, etc., have made data widely available, 2) technological advancements have made processing big data possible and reduced the costs of storing data, and 3) advancements in statistical and econometrics methods are giving us the tools to interpret the data more accurately. In this course, we aim to learn how to use MS Excel to run different analytical methods to derive meaningful insights. This course will provide grounds for the more advanced analytics course you will take. We will review the relevant statistical concepts throughout the course. Prerequisite: MRKT 305; MRKT 330; Junior or Senior Standing; or with instructor permission. S.

MRKT 430. CX: Customer Experience Marketing. 3 Credits.

CX or Customer Experience Marketing focuses on the entire customer relationship with the company from pre- to post- purchases. Specifically, it examines the importance of providing a consistent experience throughout the entire relationship and across all channels and partner relationships the customer uses to connect and communicate with the firm. It takes a detailed look at how to increase customer loyalty via this constant approach and using this increased loyalty to improve the company's brand and attract more customers. The course is taught with a strategic focus involving a combination of conceptual knowledge and hands-on learning. Prerequisite: MRKT 305; Junior or Senior Standing. F.

MRKT 431. CRM (Customer Relationship Management) & Customer Journeys. 3 Credits.

This course discusses how CRM infrastructure and platforms implement the concept of consistent customer experience delivered at each stage of the customer journey. It accomplishes this by discussing the theory behind CRM and supplementing this with how popular business tools like Hubspot or Salesforce are used to achieve the desired outcomes. Together these techniques demonstrate how companies use CRM to align their people, processes, technology, and customer knowledge to acquire, retain, and grow their customer base. The course is taught using a combination of conceptual knowledge and hands-on learning. Prerequisite: MRKT 305, Junior or Senior Standing. F.

MRKT 433. Negotiations for Sales and Relationship Managements. 3 Credits.

The primary focus of this course is placed on the theoretical, practical and experiential learning of the negotiations skills. Emphasis is placed on the specific negotiations skills required to successfully maneuver through the negotiated buyer-seller exchange environment. Prerequisite: MRKT 311 or consent of instructor; junior or senior standing. S.

MRKT 440. Special Topics in Marketing. 3 Credits.

Investigation of selected topics of importance to the marketing of goods, services, or ideas. May be taken a maximum of two times for credit. Prerequisite: MRKT 305; Junior or Senior Standing; declared NCoBPA majors only. Repeatable to 6.00 credits. On demand.

MRKT 450. Marketing Management. 3 Credits.

Senior level course addressing the firm's micro and macro environments from a strategic marketing decision making perspective. Students are exposed to critical consumer and marketplace issues faced by marketing managers to develop integrated strategic solutions. Prerequisite: MRKT 305, MRKT 310, and MRKT 330; Senior Standing. F,S.

MRKT 497. Internship in Marketing. 1-8 Credits.

Compensated, practical experience with selected participating firms in Marketing and/or Sales. Prerequisite: 9 hours of Marketing, GPA of 2.75, and consent of instructor. Repeatable to 8.00 credits. S/U grading. F,S,SS.

MRKT 510. Strategic Market Planning. 3 Credits.

This course is designed to facilitate an understanding of strategic market planning, with specific emphasis on decisions relating to marketing management. Students will develop an understanding of marketing as both a corporate function and a strategic/tactical managerial activity. Specifically, students will develop a realistic logic and application for marketing management and how marketing strategy is informed by marketing research. Special attention will be given to the marketing function as it impacts customer metrics and organizational performance. Prerequisite: Admission to the MBA Program and department consent required. F,S.