

# MARKETING - MKT

## MKT 604 Marketing Management

3 Credits

This course provides a survey of the various factors that affect marketing strategy decisions as well as the variety of strategic marketing decisions themselves. An emphasis is placed on coverage of a range of the most important concepts used in the practice of Marketing Management.

**Offered:** every fall, spring, & summer.

## MKT 614 Retailing

3 Credits

The retailing industry is undergoing tremendous disruption with the explosive growth of e-commerce. Multi-channel retailing is becoming the norm and the marketing challenges are many, including delivery of omni-channel customer experiences. This course is a study of the many challenges in retail management today using one of the leading textbooks on the topic. Student activities in the course include midterm and final exams, assignments and discussions.

**Prerequisite:** MBA 506 or MKT 506 or MKT 604.

**Offered:** every summer.

## MKT 632 Marketing Data Analytics

3 Credits

This course is an introduction to big data and data analytics for business, data visualization, business intelligence (BI), data and text mining, and sentiment analysis. Students learn to use data visualization, dashboard, and data analytics software.

**Prerequisite:** MBA 506 or MKT 506.

**Offered:** every fall & spring.

## MKT 633 Global Logistics and Transportation

3 Credits

Organization of export and import operations in support of marketing, distribution, production and other global business functions, freight forwarding, shipping procedures and selecting transportation modes and documentation. Special attention is given to the logistics of humanitarian relief and the efforts of Catholic Relief Services and other global agencies.

**Prerequisite:** MBA 507 or MGT 507 and MBA 506 and MKT 506.

**Offered:** every spring.

## MKT 634 Consumer Behavior

3 Credits

This course focuses on the application of information from the behavioral sciences (e.g. psychology, sociology, anthropology) to help understand consumer behavior. Emphasis is placed on understanding the factors that influence consumer behavior and developing the ability to apply this information to the practice of marketing. Additionally, students are encouraged to consider their own personal consumption behavior and to identify ways they can improve their consumption decision outcomes and reduce their susceptibility to undesirable external influences. Course topics include perception, memory, learning, persuasion, attitudes, materialism, behavioral decision theory, family and cultural influences.

**Prerequisite:** MBA 506 or MKT 506 or MKT 604.

**Offered:** occasionally.

## MKT 637 Social Media Marketing

3 Credits

In a world where almost 60% of new marketing jobs are in digital marketing, this Social Media Marketing course prepares students to understand and apply the essential skills required for monitoring, managing and measuring social media programs. The course introduces the key concepts of social media marketing on Facebook, Instagram, Snapchat, Twitter, Pinterest, YouTube, TikTok, Blogs, Vlogs, Webinars, and LinkedIn. Also covered are critical social media topics such as employee advocacy, social media policies, and social selling. Because not all social media programs are the same, the course provides a firm understanding of the difference between organic and paid social media strategies and uses real-life examples and simulations, so students walk away with career-ready skills.

**Prerequisite:** MKT 604.

**Offered:** occasionally.

## MKT 638 Global Marketing Strategy

3 Credits

Marketing in a global environment.

**Prerequisite:** C- or better in MKT 604.

**Offered:** occasionally.

## MKT 648 Digital Marketing Strategies

3 Credits

Exact topics to be covered depend on recent advances and applications in digital marketing and social media.

**Prerequisite:** MBA 506 or MKT 506.

**Offered:** occasionally.

## MKT 664 Search Marketing

3 Credits

Search Engine Marketing (SEM) has become one of the most important marketing strategies for business organizations. SEM involves a variety of techniques designed to increase a company's visibility on popular search engines like Google, Yahoo and Bing. The course will cover Search Engine Optimization (SEO) strategies involving website development and web analytics as well as Pay-Per-Click (PPC) strategies using advertising programs like Google AdWords. As companies increasingly compete to drive customers to their websites, the skills covered in the course are becoming essential for modern marketing professionals and web designers.

**Prerequisite:** MBA 506, MKT 506, or MKT 604.

**Offered:** occasionally.

## MKT 665 Marketing Data Analytics

3 Credits

Students learn the benefits of using a systematic and analytical approach to marketing decision making. Students will be able to use and execute data analytic techniques in a scientific and process driven manner. Understand how the first principles of marketing strategy assist firms in organizing analytic opportunities and challenges that exist in today's data era.

**Prerequisite:** MKT 604, ECO 503.

**Offered:** every spring.

## MKT 671 Marketing Data Analytics

3 Credits

Students learn the benefits of using a systematic and analytical approach to marketing decision making. Students will be able to use and execute data analytic techniques in a scientific and process driven manner. Understand how the first principles of marketing strategy assist firms in organizing analytic opportunities and challenges that exist in today's data era.

**Prerequisite:** ECO 503, MKT 604.

**Offered:** every spring.

**MKT 675 Service Marketing**

**3 Credits**

Excelling in service management, from delivery to recovery, is the foundation for success in many industries today. The focus of this course is on the knowledge needed to develop and maintain strong customer relationships that improve customer satisfaction and retention. Customer satisfaction and retention are drivers of success for industries such as financial services, professional services, transportation, healthcare and hospitality industries.

**Prerequisite:** MBA 506 or MKT 506 or MKT 604.

**Offered:** occasionally.