

# MARKETING - MKT

## MKT 201 Principles of Marketing

3 Credits

Introduction to the concepts, issues and opportunities associated with marketing management. Marketing strategy, buyer behavior, new product development, product management, price, promotion and channel decisions within context of overall environment and the cornerstones of this course.

**Offered:** every fall & spring.

## MKT 314 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:** MKT 201.

**Offered:** occasionally.

## MKT 320 Consumer Behavior

3 Credits

Application of concepts drawn from the behavioral sciences (i.e., anthropology, sociology and psychology) to provide insight into consumer decision-making and buyer behavior.

**Prerequisite:** MKT 201 or permission of instructor.

**Offered:** every fall.

## MKT 350 Intro Digital Marketing

3 Credits

This course aims to provide students with insight on how modern industry is adopting new emerging media and technologies as marketing tools. Many innovative and evolutionary technologies/media will be introduced, such as blogs, mobile media, in game advertising, virtual reality, hologram, touchscreen, social media, information kiosk in retail setting, including evolved formats of traditional media (e.g., 3-D TV, HD radio, and digital outdoor media). Formerly MKT 450.

**Prerequisite:** MKT 201.

**Offered:** every fall.

## MKT 365 Marketing 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 201, ECO 255.

**Offered:** every spring.

## MKT 370 Social Media Marketing

3 Credits

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

**Prerequisite:** MKT 201.

**Offered:** occasionally in fall.

## MKT 371 Digital Marketing Analytics

3 Credits

Ever wondered how many people visit the canisius.edu website daily? How many individuals actively engage with Canisius on Instagram, Facebook, or TikTok? And how many alumni actually read the emails sent out by Canisius? Monitoring and analyzing these answers can significantly impact Canisius' ability to reach and attract new students. Welcome to the dynamic realm of digital marketing analytics! This very hands-on course offers a deep dive into the intricacies of analytics for digital spaces--where students learn how to harness the power of digital data to make informed decisions, optimize marketing strategies, and maximize return on investment for businesses. Students will master essential skills in website analytics, social media analytics, search analytics, email marketing analytics, and tools such as Google Analytics, Google Looker Studio, and Google Tag Manager, among others. Additionally, the course reinforces fundamental Excel skills. Successful completion of this class will earn students an official Google certificate, recognized and valued in the real world.

**Prerequisite:** MKT 201.

**Offered:** every spring.

## MKT 397 Search Marketing: SEO & PPC

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:** MKT 201.

**Offered:** occasionally in spring.

## MKT 401 Cases in Marketing Management

3 Credits

Case analysis is used to apply advanced practices and policies concerning product, price, promotion and supply chain marketing to marketing decision making.

**Prerequisite:** FIN 201, ACC 201, ACC 202, MGT 325 (or either MGT 335 or MGT 336), MKT 201, & MKT 320.

**Offered:** every fall.

## MKT 405 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:** MKT 201.

**Offered:** occasionally.

## MKT 446 Global Marketing Strategy

3 Credits

Marketing in the global environment.

**Offered:** every spring.

**MKT 452 IMC Master Class I****3 Credits**

Instructor Approval. Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows accepted students to develop, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop IMC campaign concepts based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more. Enrollment requires instructor approval. Satisfies IMC capstone requirement.

**Prerequisite:** MKT 201, MKT 350, MKT 370, MKT 397.

**Offered:** every fall.

**MKT 453 IMC Master Class II****3 Credits**

Instructor Approval. Students will continue working on the projects that were started in IMC Masterclass 1. Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows accepted students to develop, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop IMC campaign concepts based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more. Enrollment requires instructor approval. Satisfies IMC capstone requirement.

**Prerequisite:** MKT 201, MKT 338, MKT 350, MKT 370, MKT 397.

**Offered:** every spring.

**MKT 478 Global Logistics****3 Credits**

This course is an introduction to global logistics and the transportation aspects of the distribution of goods. The advantages and disadvantages of the different modes of transportation and their impact on business decisions are explored in detail. Counts as a Marketing elective.

**Prerequisite:** MKT 201 and either MGT 325 or MGT 336.

**Offered:** every spring.

**MKT 496 Marketing Internship****1-6 Credits**

All for-credit internships require non-routine job experience that links academic concepts with practical experience. Involve supervision by faculty and student demonstration of academic value through papers and reports.

**Prerequisite:** student must complete a WSB Internship Application and obtain the approval of a faculty supervisor, department chair, & associate dean.

**Offered:** occasionally.

**MKT 497 Fashion Industry Studies****15 Credits**

This course is for students in the Fashion Institute of Technology Program and attending F.I.T. during the fall and spring semester.

**Prerequisite:** approval of chair or FIT coordinator.

**Offered:** every fall & spring.

**MKT 498 FIT Internship II****15 Credits**

This course is for students in the Fashion Institute of Technology Program and attending F.I.T. during the spring semester.

**Prerequisite:** approval of chair or FIT coordinator.

**Offered:** occasionally.

**MKT 499 Marketing Independent Study/Research****3 Credits**

Study and work with a faculty supervisor. Project to be determined by faculty agreement. Independent studies require an application and approval by the associate dean.

**Prerequisite:** student must complete a WSB Independent Study Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

**Offered:** occasionally.