

MARKETING (MKTG)

MKTG 5103. Global Marketing (3)

Global Marketing focuses on the international marketing activities of a firm. Students will have the opportunity to apply marketing concepts in international markets. Various exporting and international entry mode strategies will be examined.

MKTG 5110. Digital Marketing Fundamentals (3)

In this course students will focus on how technology through digital means provides a framework and tools for managing and analyzing an organization's virtual presence for marketing purposes. The digital customer journey will be examined along with building both consumer and business relationships and associated social and regulatory issues. Students will be exposed to the ways that firms are utilizing the internet to construct their value chains and create/sustain competitive advantages.

MKTG 5111. Digital Marketing Strategy (3)

In this course students will develop a theoretical understanding of the internet marketplace. The necessary skills to perform daily digital marketing functions and the ability to improve a firm's online presence will be developed. Students will practice concepts such as A/B testing, Conversion Rate Optimization, conducting key word research and building marketing strategies.

Prerequisites: MKTG 5110

MKTG 5112. Social Media Strategy (3)

In this course, students will develop an understanding of Social Media Marketing (SMM) and how it is used by marketers to increase brand awareness, identify key audiences, generate leads and to build meaningful relationships with customers. Students will learn how social media marketing is utilized by business to gain competitive advantages through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Prerequisites: MKTG 5111 (may be taken concurrently)

MKTG 5114. Personal Branding Strategy (3)

This course is focused on equipping students with the knowledge and tools necessary to engage in personal branding techniques and strategies for designing, enhancing, and promoting their professional image. Through readings, cases and discussions, students learn to devise strategies for managing their professional reputation and begin creating their personal brand. Students will apply marketing strategies to positioning themselves contributing to the development of a personal developmental plan.

MKTG 5120. Special Topics in Marketing (3)

Selected advanced topics in current Marketing trends. This course will be offered as fits the needs and interests of the student and faculty. Course may be repeated for credit if topics are different.

MKTG 5200. Marketing Management (3)

A high-level course focusing on the central strategic role that marketing plays in the success of a company. The case method will be used extensively and ethical implications in marketing decision will be explored.