

# MARKETING (MARK)

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## MARK 201 Principles of Marketing (3 Credit Hours)

*Pre-requisites:* Sophomore standing

This course develops an understanding of the marketing systems by which organizations plan, price, promote and distribute products and services to selected target markets.

*Course equivalencies:* MARK201/201H/301/CPST340

*Outcomes:*

Students analyze market conditions and apply the basic tools to develop marketing strategies to successfully meet the customers' needs resulting in a viable, profitable organization

## MARK 201H Principles of Marketing - Honors (3 Credit Hours)

*Pre-requisites:* Sophomore standing or above; Restricted to SBA honors students

This course develops an understanding of the marketing systems by which organizations plan, price, promote and distribute products and services to selected target markets.

*Course equivalencies:* MARK201/201H/301/CPST340

*Outcomes:*

Students analyze market conditions and apply the basic tools to develop marketing strategies to successfully meet the customers' needs resulting in a viable, profitable organization

## MARK 310 Consumer Behavior (3 Credit Hours)

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201

This course develops an understanding of how consumers behave before, during and after the consumption process through a discussion of cultural, social and perceptual factors.

*Outcomes:*

Students evaluate consumer behavior and apply their understanding in the creation of a marketing plan designed to improve the brand equity of a firm

## MARK 311 Marketing Research (3 Credit Hours)

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 310 and (ISSCM 241 or ISSCM 241H or STAT 103)

This course develops an understanding of the research process from problem formulation through research report preparation. Both qualitative and quantitative research methodologies are discussed. The focus is on using research results in marketing decision making. Empirical data are analyzed using state of the art analytical tools.

This course satisfies the Engaged Learning requirement.

*Outcomes:*

Students identify managerial problems, research objectives, design data collection instruments, and sampling procedures; Data collection and analysis is discussed; Cases, exercises and/or a written research proposal or report is a primary outcome of the course

## MARK 312 Gender and Marketing (3 Credit Hours)

*Pre-requisites:* Junior standing; Minimum grade of "C-" in MARK 201

How do the 4Ps of Marketing, product, price, place, and promotion, influence gender, and how does gender influence the 4Ps? Students will learn how to address the relationship between Gender and Marketing. Example topics may include, but are not limited to, Masculinity, Media, and Marketing, Women, Media, and Marketing, and Millennials, Gender and Marketing.

*Outcomes:*

Understand how marketing strategy reflects and shapes socio-cultural norms so that you can build strategies that reflect and shape those norms; Learn how research on social trends is conducted and how it is used in strategy, so that you can perform such research in marketing contexts

## MARK 320 Marketing for Environmental Sustainability (3 Credit Hours)

*Pre-requisites:* MARK 201 and Junior Standing

The course shows students how to use marketing to address the complexities of sustainability including: climate change, poverty, food shortages, oil depletion and species extinction. Design-for-environment, full-cost pricing, greening the channels of distribution and life-cycle impact are some of the concepts covered in this course.

*Outcomes:*

Provide students with the knowledge and skills needed to develop marketing products that contribute to environmental sustainability

## MARK 321 Ignatian Design Thinking (3 Credit Hours)

*Pre-requisites:* Minimum grade of C- in MARK 201 and Junior standing

This course will provide an in-depth look into the role design thinking plays in our Ignatian tradition for servant leadership. Through human-centered design practices, we will explore our Ignatian imagination to seek and solve for our world's grandest challenges.

This course satisfies the Engaged Learning requirement.

*Outcomes:*

An understanding in the scope and application of human-centered design as a Mindset and a Method

## MARK 323 Personal Selling (3 Credit Hours)

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201

This course develops an understanding of the role of personal selling and sales force management, which are extremely critical in business-to-business marketing strategies, and the ethical and legal responsibilities of sales managers.

*Outcomes:*

Students develop skills in sales force organization and sales techniques as well as in the recruiting, selecting, training, motivating, compensating and evaluating sales people

## MARK 334 Services Marketing (3 Credit Hours)

*Pre-requisites:* Junior standing and minimum grade of C- in MARK 201

Service organizations (e.g. banks, transportation companies, hotels, hospitals, educational institutions, & professional services) require a distinctive approach to marketing strategy in both development and execution. Also, the course focuses on the role of service in manufacturing businesses. The course will cover why people are essential to service success. Differentiate between product & service characteristics; understand, analyze, develop, modify employee behavior in a service environment, identify critical issues to service design, understand importance of facility location.

**MARK 360 Retailing Management (3 Credit Hours)**

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201  
This course develops an understanding of retailing and the role that retailing plays in the marketing system and in marketing strategies.

*Outcomes:*

Students analyze and develop retail strategies that fit and support overall marketing strategies

**MARK 363 International Marketing (3 Credit Hours)**

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201  
This course develops an understanding of how marketing strategies are developed in the global environment.

*Interdisciplinary Option:* Global Studies, International Business

*Course equivalencies:* X-MARK363/INTS363

*Outcomes:*

Students evaluate cultural, governmental, economic and competitive conditions to illustrate how these factors impact an organization's marketing strategy; Attention is paid to the positive and negative consequences of globalization

**MARK 367 Multicultural Marketing (3 Credit Hours)**

*Pre-requisites:* Junior Standing, minimum grade of "C-" in MARK 201  
In this course, we address (1) past and current knowledge on multicultural marketing, (2) important challenges with respect to marketplace diversity and inclusion, and (3) what approaches can be used to construct better marketing plans and tactics.

*Outcomes:*

Students should have a working knowledge of the principal theories and research findings in multicultural marketing and should be able to integrate and apply this knowledge with respect to effective strategies for marketplace diversity and inclusion

**MARK 370 Political Marketing (3 Credit Hours)**

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201  
No course description is available

**MARK 373 Integrated Marketing Communications (3 Credit Hours)**

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201  
This course develops an understanding of advertising strategy and advertising campaigns, including the external environment, how agencies are structured and how consumer metrics are integrated.  
This course satisfies the Engaged Learning requirement.

*Outcomes:*

Students develop skills in managing the integration of media, strategy and creative design in developing sound advertising campaigns

**MARK 380 Digital Marketing (3 Credit Hours)**

*Pre-requisites:* Junior standing, minimum grade of "C-" in MARK 201  
Emphases is on strategies and tactics for creating, retaining, and enhancing customer relationships via the World Wide Web, and on integrating the digital environment into the marketing mix. In addition to learning fundamental principles of the digital channel, students will apply the learned principles of the digital channel in a class project. Readings, lectures, and industry professionals may be used to provide insights and relevance to this area of marketing.

*Outcomes:*

Students will be able to analyze and assess online marketing platforms and develop an integrated digital marketing plan

**MARK 390 Marketing Strategies (3 Credit Hours)**

*Pre-requisites:* Senior standing, minimum grade of "C-" in MARK 310, (FINC 301 or FINC 334 or FINC 334H), (SCMG 332 or SCMG 332H or SCMG 232 or SCMG 232H), and prior or concurrent enrollment in MARK 311

This capstone course develops an understanding of all marketing decisions involved in planning marketing strategies.

*Course equivalencies:* MARK390 / MARK324

*Outcomes:*

Students develop a comprehensive marketing plan by applying skills in financial analysis, competitive scanning, and appropriate marketing strategies

**MARK 395 Independent Study (1-3 Credit Hours)**

*Pre-requisites:* Junior standing; Instructor and Dean permission  
Independent Study is an in-depth research or reading, initiated by the student and jointly developed with a faculty member, into a specialized area of marketing not otherwise covered by the department course offerings.

*Outcomes:*

Varies with topic

**MARK 399 Special Topics in Marketing (1-3 Credit Hours)**

*Pre-requisites:* Junior standing

Special Topics are scheduled classes offered on an ad hoc basis. Specific titles and content will vary.

*Outcomes:*

Varies with topic

**MARK 425N Business Communication (1.5 Credit Hours)**

Effective communication skills are important because they give leaders and followers the ability to transmit and receive information with a high probability that the intended message is passed from sender to receiver. Good leaders communicate ideas, articulate arguments, advocate positions, solicit ideas from others, and persuade others. Restricted to School of Business graduate students.

*Outcomes:*

1) Learn to communicate effectively in an oral presentation; 2) Develop specific skills to enhance effective professional interpersonal communication as well as written and oral communication

**MARK 460 Marketing Management (3 Credit Hours)**

This course develops a broad understanding of the marketing principles that undergird successful marketing strategies and marketing plans with special attention given to international and ethical considerations.

*Outcomes:*

Students use and apply marketing principles, strategic research, consumer analysis and target marketing to either a project or to case studies

**MARK 460B Marketing Management (3 Credit Hours)**

This course develops a broad understanding of the marketing principles that undergird successful marketing strategies and marketing plans with special attention given to international and ethical considerations.

*Outcomes:*

Students use and apply marketing principles, strategic research, consumer analysis and target marketing to either a project or to case studies

**MARK 460E Marketing Management (3 Credit Hours)**

*Pre-requisites:* Restricted to students in the Executive MBA Program  
Introduces use of strategic research, customer analysis, target market, and the application of marketing tools to a variety of case problems. Emphasis is placed on product planning, pricing policies, promotional methods, and distribution channels. Considers cultural, governmental, economic, business, and environmental factors affecting the marketing of goods and services globally.

*Course equivalencies:* MARK600E/MARK460E

**MARK 461 Research Methods in Marketing (3 Credit Hours)**

*Pre-requisites:* MARK 460

This course develops an understanding of the marketing research process and the role of survey research in it.

*Outcomes:*

Students formulate research problems and a design research study, including the development of a questionnaire, selection of an appropriate sample and data analysis

**MARK 463 Sales and Strategic Leadership (3 Credit Hours)**

*Pre-requisites:* MARK 460

This course develops an understanding of the tools and techniques required for developing a sales force and for managing revenue generation within organizations.

*Outcomes:*

Students apply processes for hiring and managing sales professionals; tools for successful account management; and skills in solving revenue generation problems facing profit and non-profit organizations

**MARK 464 Integrated Marketing Communication (3 Credit Hours)**

*Pre-requisites:* MARK 460; MARK 467 is recommended

This course develops an understanding of how advertising, sales promotion, public relations, personal selling and in some cases packaging decisions form a coordinated marketing communications plan.

*Outcomes:*

Students apply the elements of integrated marketing communications and develop a coordinated Marketing Communications plan for a project or case study

**MARK 465 International Marketing (3 Credit Hours)**

*Pre-requisites:* MARK 460 or by Department Consent

This course develops an understanding of marketing problems in an international context with particular attention given to how international factors impact consumers, competition, and marketing strategies.

Students analyze cases and identify optimal solutions to international marketing problems.

*Outcomes:*

Students apply the principles of marketing to solve marketing problems in an international context

**MARK 467 Consumer Behavior (3 Credit Hours)**

*Pre-requisites:* MARK 460

This course develops an understanding of how consumers behave before, during, and after the consumption process by exploring both the micro-level mental processes that impact consumer decision-making as well as the macro-level cultural and social influences on consumer behavior.

*Outcomes:*

Students apply course concepts and theories to develop a consumer analysis and marketing strategies for a firm or non-profit organization

**MARK 468 Digital Marketing (3 Credit Hours)**

*Pre-requisites:* MARK 460 or by Department Consent

This course develops an understanding of the Internet as part of an overall marketing strategy by considering the ways in which the Internet has changed marketing and business. The course covers topics such as online consumer behavior, web analytics, online advertising, email, social media, mobile, and search engine marketing (paid and organic). In addition to learning fundamental principles of digital channels, students will apply the learned principles in a class project; example projects include creating a paid search campaign for a client, running a digital marketing simulation, writing a digital marketing plan, or conducting a social media audit.

*Outcomes:*

Students develop the power to act effectively by using technology in increasingly complex buying environments

**MARK 469 Independent Study-Marketing Management (3 Credit Hours)**

*Pre-requisites:* MARK 460

Independent study is in-depth research or reading, initiated by the student and jointly developed with a faculty member, into a specialized area not otherwise covered by department course offerings. Variable credit. Permission of area coordinator required. Special Topics are scheduled classes; specific titles and content will vary.

*Outcomes:*

Varies with course of study selected

**MARK 470N Research, Insights and Storytelling (3 Credit Hours)**

*Pre-requisites:* MARK 460 or equivalent

Students will learn to monitor trends and shifts in the socio-cultural landscape, identify relevant market information, gather consumer research and translate into actionable strategies through storytelling. Enrollment limited to MBA Students. Collect, analyze & glean insights from data; Apply & translate insights into compelling stories for actionable business outcomes & social impact.

*Outcomes:*

Understand research process & approaches

**MARK 472E Market Opportunity Analysis (1.5 Credit Hours)**

Enrollment is restricted to students in the Executive MBA Program.

Enables students to discover market opportunities and business relationships that are critical to sustainable business growth. Course will challenge students to move away from "copy cat" business ideas to innovative business solutions.

*Course equivalencies:* MARK 604E/MARK472E

**MARK 561 Comparative Consumer Behavior (3 Credit Hours)**

This course develops an understanding of the marketing implications of cultural differences and similarities between the people of two or more nations and considers two opposing views of marketing scholars as to whether the similarities or the differences are the more important factor.

*Outcomes:*

Students apply methods of cross-cultural analysis as well as examine frameworks for assessing multinational strategies

**MARK 562 Database Marketing Strategy (3 Credit Hours)**

*Pre-requisites:* MARK 460

This course develops an understanding of the development and use of databases for marketing, retrieval of appropriate data and analysis of that data to increase marketing effectiveness.

*Outcomes:*

The student will perform database manipulation and analysis of data; Analysis includes at least univariate analysis, cross-tabulation, creation of new variables, regression analysis and recency-frequency-monetary analysis

**MARK 564 Brand Equity and Marketing Strategy (3 Credit Hours)**

*Pre-requisites:* MARK 460 or by Departmental Consent

This course develops an understanding of the way firms may increase their share of market and profits by creating, building, and managing strong, unique, and favorable brand equity for their products and services.

*Outcomes:*

Students develop a Brand Plan, evaluating the contributions of traditional brand elements, and develop a framework for creating the marketing strategies required for successfully building and managing brand equity

**MARK 566 Integrated Media Planning (3 Credit Hours)**

The course provides an overall understanding of media planning: basic media concepts, buying and selling of media, development and evaluating effective media strategies and plans, and the role that media plays in an integrated marketing and communications plan. The course is recommended for students with little or no media planning experience.

**MARK 567 Customer Relationship Management (3 Credit Hours)**

*Pre-requisites:* MARK 460; MARK 468 is recommended

This course develops an understanding of CRM as a business philosophy that involves acquiring new customers as well as maintaining long-term and profitable relationships with existing customers. Key concepts such as customer experience, customer satisfaction, loyalty, customer lifetime value, among others, will be explored.

*Outcomes:*

Students conduct an analysis and critique of a firm's CRM strategy and provide recommendations for improving the customer-firm/customer-brand relationship

**MARK 568 Social Media & Content Marketing (3 Credit Hours)**

*Pre-requisites:* MARK 460

This course examines the connection between social media and content marketing for the purposes of branding, acquisitions, customer retention, employee recruitment, and other important organizational initiatives. Assess, implement, and leverage tools to build community and attract customers. Prove the ROI of any social media or content marketing effort.

*Outcomes:*

Develop social media and content marketing strategies that drive value

**MARK 569 Special Topics (3 Credit Hours)**

*Pre-requisites:* MARK 460

Scheduled classes are offered on an ad hoc basis. Specific titles, prerequisites and content will vary.

*Outcomes:*

Students will be able to demonstrate understanding of specialized topics not otherwise covered by department regular course offerings

**MARK 660 Digital Marketing Analytics (3 Credit Hours)**

*Pre-requisites:* MARK 460 or equivalent

Restricted to Graduate Business students. This course is centered around decision-making based on data gathered from users' interactions with digital channels such as websites, online search (organic and paid), display media, social media, email, and mobile. Students will learn how to define objectives, collect, and analyze data, and recommend useful insights for more effective marketing strategies.

*Outcomes:*

Students will be able to understand how consumers interact with brands across owned, paid, and earned media; Students will be able to apply the digital marketing analytics process into various decision-making situations; Students will be equipped to establish business measurement models and identify KPIs for various digital media; Students will have the ability to analyze the digital marketing strategies adopted by a firm and recommend data-driven decisions; Students will be able to evaluate the effectiveness of different digital media channels

**MARK 661 Customer Analytics (3 Credit Hours)**

*Pre-requisites:* MARK 460 or equivalent and (ISSCM 402N or ISSCM 491); Restricted to Graduate Business students

In this course students will study how to use data analytics to learn about customer needs and improve targeting individual consumers. The course will encourage students to apply scientific methods and models to predict and respond to customer choices. This is the key part of learning Big Data. The term Big Data is viewed in the broad sense as it relates to various aspects of the consumer behavior, which may be captured, measured, and transformed to the digital form.

*Outcomes:*

Through applications of statistical models to the analysis of the real-world databases, the students will learn how firms may use customer data to serve customers better

**MARK 662 Marketing Metrics (3 Credit Hours)**

*Pre-requisites:* MARK 460 or equivalent and (ISSCM 402N or ISSCM 491); Restricted to Graduate Business students

This course is designed with marketing managers in mind. As profession marketing is evolving, it is no longer based primarily on the conceptual content. Marketers get exposed to thousand times the volume of data she/he saw five years ago. More data cannot lead to better decision making unless managers learn how to use that data in meaningful ways. In this course, students will be introduced to the analytical decision models that assist modern managers in making marketing decisions related to targeting, product design, communications, and more.

*Outcomes:*

Learn analytical techniques and decision models for enhancing marketing decision making in the modern organizations; Improve skills to viewing marketing processes and relationships systematically and analytically; Learn power of decision models applied in the real managerial contexts; Provide students with toolkit that may be used to assess, and measure return on marketing investments in organizations