

MARKETING (MKTG)

MKTG 240 Introduction to Marketing (3 credits)

Prerequisite(s): WRIT 105 or HONP 100. Restriction(s): Not open to Business Administration or Accounting majors. This introductory course is designed to expose the student to the basic areas that comprise marketing as a discipline. Marketing is viewed as a process that must be integrated with all other business functions. The basic theories, concepts, language and tools of marketing are introduced, and illustrations of their applicability to the business as well as non-profit sectors of the national economy with increasing stress on the global realities which affect the marketing function are addressed.

MKTG 250 Professional Selling (3 credits)

Prerequisite(s): CMST 101. The professional selling course introduces students to the fundamental concepts in professional selling. This course provides students with experiences and constructive feedback in analyzing customers, designing sales calls and presentations, and post-sales management of the relationship. The course emphasizes interpersonal relations and communications skills. The course involves lectures, discussions and frequent student presentations including questions and answers. Oral communication and business attire are emphasized.

MKTG 300 Integrated Core: Marketing (3 credits)

Prerequisite(s): BUGN 280 may be taken as prerequisite or corequisite; and ACCT 201 or ACCT 204. Restriction(s): Business Administration or Accounting majors only. Corequisite(s): FINC 300, MGMT 300 and INFO 300. Marketing is viewed as a process for creating value for customers that must be carefully integrated with all other functional areas of an organization. In addition to examining the application of marketing's essential theories, concepts, and tools to organizations, the course will examine the interrelationships of marketing with management, operations and finance. Topics to be discussed will include market research, new product development, demand/sales forecasting, segmentation analysis, branding, pricing, distribution strategies, and promotional tools.

MKTG 307 Retail Marketing and Management (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major, Recreation Professions major, Fashion Studies major or Nutrition and Food Science major with concentration in Food Management. This course provides students with an overview of the field of retailing. Major retail institutions, e.g., department stores, specialty stores, discount stores, the components of the retail mix and the functional areas of retailing are examined. The marketing strategies of major retail companies as well as the trends that shape them, e.g., globalization, technology, electronic commerce, are analyzed. The course stresses an understanding of the retail customer and the importance of customer service and relationship management. Issues in the management of retail employees are also explored. The concepts in this course are useful for students interested in careers in consumer products and services marketing as well as retailing.

MKTG 309 Buying and Distribution Strategies (3 credits)

Prerequisite(s): MKTG 307. Restriction(s): Business Administration major. The role of the retail buyer is examined and essential skills needed for success are developed- e.g., forecasting, trend analysis, pricing, markdown timing, merchandise budgeting, negotiation skills, etc. In addition, the course will examine planning tools used to build merchandise assortments that meet management's profit guidelines and fundamental retail math formulas/metrics used to assess the effectiveness of the buyer.

MKTG 310 Services Marketing (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major, or minor within School of Business. This course builds on basic marketing concepts to focus on the role of service as a primary source of competitive advantage for both service and non-service organizations in a predominantly service economy. The course examines the marketing and managerial implications of the differences between goods and services. The course discusses many service marketing concepts, including the relationship between the service provider and customer, the service profit chain, the real-time process experience of services, customer satisfaction and service quality. Specific applications for service sectors such as retail, sports, events, tourism, financial services, healthcare, and professional services will be discussed.

MKTG 322 Customer Relationship Management Practicum (3 credits)

Prerequisite(s): BUGN 295 or MKTG 240. Restriction(s): Business Administration major or minor within School of Business. This course educates students on the use of technology to manage customer relationships. Students learn the different aspects of marketing business process automation in a modern marketing context and how technology is used for selling, value delivery and relationship management. Topics include customer account management, lead generation, managing digital communication across the customer experience, data security and sales analytics. The course involves hands-on learning using sales software.

MKTG 325 Practicum in E-Retailing (3 credits)

Prerequisite(s): MKTG 307. Restriction(s): Business Administration major. This course will examine retail strategies and consumer behavior in the context of electronic and multi-channel retailing. Students will gain a practical understanding of e-tailing by using a hands-on approach in order to develop a fully functional shopping cart enabled website, conduct market research to develop and source merchandise, sell merchandise online, fulfill and deliver customer orders. Additionally, this course will expose students to the foundations of retailing in a multi-channel environment. Relevant and emerging e-tailing issues such as search engine optimization strategies, Google Analytics, mobile commerce, and social shopping will be explored. The concepts in this course are useful for students interested in a career in retailing and for those who want to be an online retail entrepreneur.

MKTG 339 Creative Process in Marketing (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. This course develops creative skills and explores effective decision making in marketing. Students play a marketing game and discuss creative options. The course is designed to appeal to students across disciplines to improve creative competencies in product design and develop, as well as retailing, fashion, branding, services, advertising, sports, communications, and promotions.

MKTG 341 Consumer Behavior (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major, Recreation Profession major, Fashion Studies major, or Nutrition and Food Science major with concentration in Food Management. An examination and analysis of consumer behavior related theories and concepts, which contribute towards successful domestic and international marketing management. This will include understanding behavioral science findings; market research techniques and consumer attitudes; socio-economic and demographic variables as they apply to end-user consumers.

MKTG 342 Sales Management (3 credits)

Prerequisite(s): MKTG 250; or HSET 260 for Hospitality, Sports, Events and Tourism students only. Restriction(s): Business Administration major; or Language, Business and Culture major; or Chemistry major with Concentration in Business; or Minor within School of Business; or Certificate in Professional Selling. This course educates students on the design and effective management of a sales force as the principal means of executing marketing strategy and market sensing. It covers the relationship between the selling organization and the rest of the firm in developing and executing the sales strategy. It provides sales representatives with a broader understanding of the sales force strategy from the perspective of the sales manager and the marketing manager. The course covers staffing, organizing, and motivating salespeople as well as sales forecasting and budgeting.

MKTG 344 Integrated Marketing Communications (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major, Graphic Design, Fashion Studies. Integrated Marketing Communications (IMC) is a strategic business process which integrates and coordinates multiple promotional elements of a communications program across multiple media types to communicate a single compelling message to a targeted audience of consumers and end-users. This process helps companies identify the most effective methods for communicating and building relationships with specific customers and other stakeholders in a "one look, one voice" approach. It emphasizes the importance of a "key customer profile" to ensure that brands are positioned correctly and promotional programs are designed to be cost-efficient. The course provides a detailed review of promotion tactics such as advertising, direct marketing, interactive marketing, sales promotion, public relations and personal selling, as well as, how these tactics are applied to traditional print and broadcast media, new interactive and Internet-based media and innovative support media.

MKTG 345 Nonprofit Operations and Marketing (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major. This course is designed to expose students to the missions and operational practices of nonprofit organizations. Students will investigate voluntary and semi-private sectors through membership strategies, fundraising, development roles, and volunteer management. Students are also expected to learn the role of marketing in the nonprofit organization. Main content areas include organizational design, management structures and functions, personnel management, financial management, promotion, funding sources and skills necessary to write a grant proposal.

MKTG 348 Digital Marketing (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration and Fashion Studies majors only. This is an introductory course in digital marketing. It discusses how marketing professionals use the internet and social media as a unique channel to conduct marketing in commercial and non-profit organizations. It will use conceptual frameworks and practical approaches to explore how websites, social media, search engines, and mobile apps enhance market-research processes, drive efficiencies in customer acquisition and retention, drive innovations and disruptive change, thus increasing customer and brand value. Students will apply their learning to complete a real-life project during the course. Equivalent course MKTG 489 effective through Summer 2021.

MKTG 350 Pharmaceutical and Health Care Marketing (3 credits)

Prerequisite(s): MKTG 240 and MKTG 300. Restriction(s): Business Administration major. A broad overview of the unique roles played by consumers, health care professionals, pharmacists, drug manufacturers, hospitals, clinics, government agencies, health insurers and others in this field that represents more than 20 percent of national GDP. Students learn how a complex mosaic of market, economic, social and governmental forces make these dynamic arenas in which to apply marketing theories, strategies and techniques. Team-teaching approach, as well as guest lecturers from the pharmaceutical and health care fields.

MKTG 351 Retail Co-op Education (3 credits)

Prerequisite(s): MKTG 307 or MKTG 309; departmental approval. Restriction(s): Business Administration major. Students are required to accumulate 200 hours experience (approximately 15-20 hours per week) working in a retail store. In addition, students complete assignments designed to enhance their understanding of store operations, career opportunities in retailing, and the attitudes and skills necessary to advance in retail management. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Marketing faculty.

MKTG 352 Event Marketing Practicum (2-3 credits)

Prerequisite(s): MKTG 240; departmental approval. Restriction(s): Business Administration major. Students participate in the planning, promotion, and assessment of one or more major departmental events. Students will be introduced to project management tools (e.g., PERT) and principles of TQM by a faculty team leader/coach who will then guide students from the event's inception to its completion. In this process, students cultivate cross-functional team-building skills through continuous improvement of these annual events.

MKTG 360 Brand Management (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration majors only. Brands provide psychological value to consumers and competitive strengths to organizations. They shape consumer expectations and product experiences, which determine future brand perception and customer loyalty. For organizations brands are a source of competitive advantage. The importance of brand portfolio planning within the organization will be emphasized as well as the ability to define and analyze the problems dealt with by managers at each stage of product lifecycle. This course will provide students with an overview of branding strategy, how it fits into a marketing strategy, and how organizations manage successful brands. Some key themes of the course are brand equity or valuing brands, launching new brands, product management, brand extension, customer brand experience, brand trust, competitive brand strategies, not-for-profit branding and social and mobile branding. This course uses many pedagogical techniques such as lectures, case studies, student projects and presentations.

MKTG 365 Sustainability and Green Marketing (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration majors only. Sustainability marketing is viewed as a process for creating value for customers by integrating marketing fundamentals with the core environmental, social, and economic principles of sustainability. This process also involves incorporating sustainability initiatives within all other functional areas of an organization. In addition, this course helps to understand the impact of human consumption on the environment and development of marketing strategies to improve the human-environment interaction through creation, communication, and delivery of superior value and customer relationship management. Topics to be discussed will include sustainability market research, eco-sensitive consumer behavior, green product development, green demand/sales forecasting, green branding and marketing mix, current sustainability trends that influence marketing applications and development of strategic and practical marketing recommendations. Case studies will be drawn from different industries.

MKTG 401 Professional Selling Co-Op Education /Sales Co-Op (3 credits)

Prerequisite(s): MKTG 342. Restriction(s): Business Administration major, or minor within the School of Business. Relationship building and personal selling have a practical-skill based dimension that can be developed by providing student with real world experience. This course included student engagement in cold calling, closing sales, customer support, sales-team meetings and receiving and providing feedback. Students will complete assignments designed to enhance their understanding of sales strategies and tactics used by the employing organization, industry trends, career opportunities, and the attitudes and skills necessary for advancement. Employee progress reports from participating firms will be used to assess job performance. Students are required to accumulate 200 hours of Sales experience (approximately 15 - 20 hours/per week) working in a sales or customer facing capacity.

MKTG 442 Marketing Research (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300; MKTG 341, INFO 240. Restriction(s): Business Administration major. A broad overview of the many methods used to collect consumer, business and market data and turn it into useful information for marketing decision-makers. Beginning with the historical factors leading to development of MR in America, this course touches on all the vital theories, methods, and practices: secondary research (including databases and computer literature searches); qualitative (focus group) research; quantitative research (observational, surveys and experiments); data analysis (coding, tabulation, and an introduction to multivariate techniques); and effective communication of research findings (written reports, personal presentations, computer graphics and mapping.) The course includes student research projects, field trips and a MR videotape series produced at MSU, as well as traditional lectures. Meets the Graduation Writing Requirement for majors in Business Administration with a concentration in Marketing.

MKTG 443 Sales Leadership and Negotiation (3 credits)

Prerequisite(s): MKTG 342 may be taken as prerequisite or corequisite. Restriction(s): Business Administration major; or Chemistry major with concentration in Business; or minor within School of Business or Certificate in Professional Selling. This course covers team selling in the context of large global customers requiring centralized sales support across all markets. This course builds on the professional selling and sales management courses in developing negotiation techniques in complex multi-product and technical selling situations. The course emphasizes leadership of integrated sales-teams engaged in key account management including the management of global accounts across borders. The course emphasizes win-win sales negotiation outcomes in a business-to-business and business to consumer context. Students learn to segment large customers and develop priorities and a team management approach. This course emphasizes practical experience via a series of projects requiring students to design team-selling programs and develop customer management strategies.

MKTG 446 Marketing Strategy and Implementation (3 credits)

Prerequisite(s): MKTG 442 may be taken as prerequisite or corequisite. Restriction(s): Seniors only; Business Administration major. An analysis of the marketing planning process in relationship to overall corporate strategic planning framework is presented from both a theoretical and a practical perspective. An increased understanding of the many variables involved in marketing decision-making and an awareness of current, more sophisticated techniques used in such problem solving are analyzed. This capstone course integrates materials from the entire marketing curriculum in an applied format utilizing group case analysis, marketing simulations and market/business plan production.

MKTG 447 Marketing Analytics (3 credits)

Prerequisite(s): MKTG 300 and INFO 240. Restriction(s): Business Administration majors only. While marketing activities are becoming increasingly important, it is one of the least understood and measured functions at many firms. Marketing as a function is under incredible pressure to be accountable of its actions and be competent to measure its performance. Marketing executives continue to update their knowledge and skills necessary to measure the effectiveness of marketing actions and efficacy of marketing expenditures. This course is designed to provide the basic knowledge of marketing analytics that help marketers develop and utilize quantitative skills to plan, implement, analyze marketing strategies and tactics, and make better and more informed decisions.

MKTG 451 Internship in Retail Management (3 credits)

Prerequisite(s): MKTG 307 or MKTG 309; departmental approval. Restriction(s): Business Administration major. Students are required to accumulate 200 hours experience (approximately 15-20 hours per week) working in either the corporate offices of a retail organization or in a supervisory capacity within a retail store. In addition, students complete assignments designed to enhance their understanding of store management, career opportunities in retailing, and the attitudes and skills necessary to advance in retail management. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Marketing faculty.

MKTG 482 Independent Owned and Franchised Retailing (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major. The opportunities and challenges of independent and franchised retail entrepreneurship are explored. Emphasis is placed on the steps necessary to establish a new retail venture and how to successfully compete with the discount mass merchandisers which proliferate today's retail landscape.

MKTG 483 Seminar in Retail Management (3 credits)

Prerequisite(s): MKTG 307 or MKTG 341; departmental approval.
 Restriction(s): Business Administration major. Students analyze trends/problems in the major retail segments and study the "best practices" of the top domestic and international retailers. In addition, the various ethical/legal dilemmas confronting today's retail executive are explored. Visiting experts, field trips, and reading assignments from current retail trade journals are utilized to keep the course on the "cutting edge." Meets the Graduation Writing Requirement for majors in Business Administration with a Concentration in Retail Merchandising and Management.

MKTG 490 Marketing Co-op Ed (3 credits)

Prerequisite(s): MKTG 240 or MKTG 300; departmental approval.
 Restriction(s): Business Administration major. Working with public and private organizations (for profit), students are afforded an opportunity to apply classroom theoretics to real-world job situations. Illustrative engagements include team coordinated marketing research and advertising effectiveness studies; sales assistantships, public relations and retailing and distribution experiences. Market analysis and product feasibility and assessment exposures are accompanied by more organizationally tailored practical experiences in cultivating the student's resume.

MKTG 492 Independent Study in Marketing (1-3 credits)

Prerequisite(s): MKTG 341; departmental approval. Restriction(s): Business Administration major. An opportunity for a student to study or engage in a topic currently not covered in existing course selections or to take a required course normally given, but unavailable in conventional format.

MKTG 493 Special Topics in Marketing (1-3 credits)

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major. An examination of topics not covered in normal marketing course work. Course to be given on demand with topics varying according to current issues arranged between faculty and student. May be repeated once for a maximum of 6 credits as long as the topic is different.

MKTG 561 Applied Marketing Management (1.5 credit)

Strategic marketing management to maximize long-term customer value and company profits is an essential skill for managers in every corporate function, industry sector and country. Students will learn managerial concepts and implementation of segmentation, targeting, and positioning strategy, managing product, price, distribution, and promotion strategies through product life cycle stages, in competitive physical and digital marketplaces. Students will gain experience in analyzing situations that marketing managers encounter in managing marketing functions in modern organizations focusing on customer analysis, competitive analysis, and the analysis of return on marketing investments.

MKTG 562 Market Analysis and Customer Insight (1.5 credit)

Prerequisite(s): MKTG 561. This course furthers students' abilities to undertake market analysis and gain customer insight. Students employ market research tools to advance to innovative marketing solutions. Through cases and projects, the course focuses on current behavioral theories of marketing and emerging areas of marketing practice, including social networking, branding, value creation, customer lifetime value, new digital tools, and the analysis of the return on marketing.

MKTG 563 Sustainability and Corporate Responsibility (1.5 credit)

This course challenges business students to find new means to take action on the environmental and social responsibility challenges facing firms. Class discussions enhance knowledge of greening tasks and promote employee engagement to practices that create social value for stakeholders. Case studies and projects aid in developing the analytical skills to understand how firms can create goodwill by meeting their ethical responsibilities to local and global communities.

MKTG 571 Marketing Metrics (1.5 credit)

Prerequisite(s): MKTG 562. Restriction(s): MBA degree students only. Despite its importance, marketing is one of the least understood and measured functions at many companies. While marketing costs have been rising rapidly, accounting for an increasing percentage of operating budget at a wide range of public firms, marketing executives are under incredible pressure to be accountable for their expenditures and to measure the effectiveness of marketing actions. This course is designed to provide the fundamental knowledge of marketing metrics that help marketers demonstrate the return on marketing investment (ROMI) and leverage data from marketing analytics to make better and more informed marketing decisions.

MKTG 572 Strategic Brand Management (1.5 credit)

Prerequisite(s): MKTG 562. Restriction(s): MBA degree students only. In order to be able to analyze marketing opportunities and formulate effective marketing strategies, an understanding of brand management is a sine qua non. In recent years, there has been a growing interest in the study of brand management in the marketing profession the world over. In the current U.S. market environment, we have witnessed deep recession and hyper competition along with technology dominance and demanding consumers, all raising new questions about the value of branding. These trends require marketing companies and their business partners to shift the focus from mere advertising and logistics to developing, growing, managing, and leveraging brands and their equity. Thus, it is the dynamic marketing environment that provides the impetus for a detailed study on brand management.

MKTG 573 Social and Mobile Media: Fundamentals and Analytics (1.5 credit)

Prerequisite(s): MKTG 561. Restriction(s): MBA degree students, MS Digital Marketing Analytics students, or graduate Digital Marketing Certificate students only. Innovations in social media geotagging, and mobile technologies are continuously transforming the way consumers interact with each other and firms. This course covers the implications of the concurrent evolution of social media, location-based tagging, and mobile technologies on marketing strategy in the new landscape where traditional and digital media coexist and interact. It will provide an overview and basic understanding of key aspects of Social Media Marketing, Hyperlocal Marketing, and Mobile Marketing concepts, techniques, and tools. Students will gain understanding, ideas, techniques, and insights to develop a strategic marketing action plan for implementing and integrating these technologies with traditional media effectively for business growth and development.

MKTG 575 Independent Study in Marketing (1-3 credits)

Prerequisite(s): Departmental approval. Restriction(s): MBA degree students only. Under faculty guidance and supervision, this tutorial course is open to students who wish to pursue individual study and research in a particular discipline.

MKTG 576 Delivering Service Excellence (1.5 credit)

Prerequisite(s): MKTG 561. Restriction(s): MBA degree students only. This course examines the marketing and managerial implications of the differences between goods and services. A wide variety of services are examined, such as financial services (like banks and insurance), healthcare services (hospitals, insurance, PBMs), travel and tourism (hotels, theme parks, airlines), professional services (lawyers, accountants), and lifestyle services (sports clubs, fitness chains). The course discusses many service marketing concepts, including the relationship between the service provider and customer, the service profit chain, the real-time process experience of services, customer satisfaction and service quality.

MKTG 577 Special Topics in Marketing (1-3 credits)

Prerequisite(s): Departmental approval. Restriction(s): MBA degree students only. An in-depth study of a selected topic, issue, problem or trend in marketing. The specific subject matter is not offered as an existing regular course or deserves more time-emphasis than is possible in a regular course. May be repeated eight times for a maximum of 12 credits as long as the topic is different.

MKTG 578 Pharmaceutical Marketing and Health Care Services (1.5 credit)

Prerequisite(s): MKTG 561. Restriction(s): MBA degree students only. A broad overview of the unique role played by consumer, health care professionals, pharmacists, drug manufacturers, hospitals, clinics, government agencies, health insurers and others in this field that represents more than 20 percent of the national GOP. Students learn how a complex mosaic of market, economic, social, and governmental forces make these dynamic arenas in which to apply marketing theories, strategies, and techniques. Case-teaching approach, as well as guest lectures from the pharmaceutical and health care fields, are employed.

MKTG 580 Digital Customer Experience Management (1.5 credit)

Prerequisite(s): MKTG 561. Restriction(s): MBA degree students, MS Digital Marketing Analytics students, or graduate Digital Marketing Certificate students only. Marketing is increasingly shifting away from merely persuading customers to buy toward a focus on achieving excellent customer experience. Customer experience is the flow of emotions and beliefs the customer encounters from need recognition through to purchase and consumption. Effective digital marketers recognize a need to move beyond customer satisfaction with a digital channel toward a more holistic understanding of the customer journey from initial contact to achieving a lasting relationship. The customer experience perspective recognizes a need to understand customer decision-making models that guide them through the journey. This course covers major topics in models of customer decision-making, service marketing perspectives, digital service quality, customer journey mapping and customer experience metrics.

MKTG 581 Integrated Marketing Communication: Crisis Management (1.5 credit)

Restriction(s): MBA degree students only. This course will examine crisis communication from a theoretical perspective. It will emphasize how corporations and organizations can strategically use integrated marketing communication tools (including marketing, advertising, branding, social media, and public relations) to anticipate crises, manage these events, and repair damage once the crisis has subsided. Most importantly, this course will provide leaders of businesses and organizations with the tools they need to determine how best to respond to and manage unfolding crises to minimize the damages they might otherwise suffer.

MKTG 582 Integrated Digital Advertising Planning across Multiscreen, Hyper-targeted Media (1.5 credit)

Prerequisite(s): MKTG 561 and MKTG 562. Restriction(s): MBA degree students, MS Digital Marketing Analytics students, or graduate Digital Marketing Certificate students only. Consumers crave uninterrupted connectivity and accessibility across devices and mediums. It offers marketers a unique opportunity to utilize the synergistic capabilities of devices to target audiences across media and provide rich and unified experiences of connectivity and accessibility to meet advertiser integrated marketing communication goals. This course is designed to provide fundamental knowledge, tools, and entities underlying the mechanics of digital advertising including optimizing on demand ad formats – display, video, text across digital devices, digital ad placement, programmatic buying systems (DSP, DRM) and tools and strategies for ad retargeting. It provides an introduction to the various tools, technology, and entities in digital advertising.

MKTG 583 Omni-Channel Retailing (1.5 credit)

Prerequisite(s): MKTG 561 and MKTG 562. Restriction(s): MBA degree students, MS Digital Marketing Analytics students, or graduate Digital Marketing Certificate students only. A significant subset of marketing is determining the right retail channels to distribute the product. With the increasing number of digital touchpoints available for consumers to connect with a retailer, the objective of this course is to provide insights for retailers to be successful in an omni-channel environment. The course will provide an overview of traditional and online retailing, explain the transition to omni-channel retailing while focusing on intricacies of omni-channel retailing such as consumer behavior, product distribution/delivery, inventory and merchandise management, and pricing strategies.

MKTG 585 Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment) (1.5 credit)

Prerequisite(s): MKTG 561 and MKTG 562. Restriction(s): MBA degree students, MS Digital Marketing Analytics or graduate Digital Marketing Certificate students only. This course discusses digital strategy development and how firms use digital media technology, including social, mobile, web and IoT technology to meet organizational goals and objectives. It will use conceptual frameworks and practical applications to explore how websites, search engines, mobile apps, SaaS, and social media platforms to drive innovations and disruptive change, enhance market-research processes, drive efficiencies in customer acquisition and retention, thus increasing customer and brand value. Students will apply their learning to complete a real-life project during the course.

MKTG 586 Sales Management (1.5 credit)

Restriction(s): MBA degree students or graduate Digital Marketing Certificate students only. Professional Sales has changed – dramatically – and so has the way a selling organization is structured and managed. This course will expose the MBA student to the challenges required to build, shape and maximize the performance of a sales force in the 21st Century. Topics will include: motivation and compensation plans, setting objectives, how technology facilitates sales force management and customer relationships, recruiting, hiring, sales forecasting, team selling, ethics and performance evaluation. The relationship with other functions at the “C” suite level will also be discussed.

MKTG 587 New Product Development (1.5 credit)

Successful launch of new products is critical to the survival of businesses in today's competitive landscape and understanding the strategies pertaining to new product development (NPD) becomes critical. Though NPD spans several departments, the goal of this course is to attune students to the marketing aspects of NPD such as identifying customer needs using quantitative and qualitative methods, measuring customer benefits, and assessing various product launch strategies. At the end of this course, students will develop skills in the areas of the new product development process and maintaining a customer-focus during the process.