

# MARKETING (MKTG)

## **MKTG 235 Creative Skills in Marketing (3 credits)**

This course will provide students exposure to creative elements of marketing including writing creative briefs and story-telling. It will focus on training students to integrate customer insights, data, and media strategy to develop effective content. The course will emphasize skills training and expose students to relevant marketing tools used in the creative marketing process. The course will engage students in experiential projects that provide exposure to marketing data, creative skills, and synthesis of marketing concepts and data. The students will also engage in career discovery by connecting marketing concepts and skills to different marketing areas and job functions. Students will create a LinkedIn profile and apply principles of effective content/and branding and connect it with their digital portfolio.

## **MKTG 240 Introduction to Marketing (3 credits)**

Restriction(s): Not open to Business Administration or Accounting majors. This introductory course provides a comprehensive overview of marketing fundamentals. It introduces core marketing theories, concepts, and tools, illustrating their application to the business and the non-profit sectors. It outlines marketing's integration with other business functions and emphasizes the importance of global factors in shaping the marketing landscape.

## **MKTG 241 Consumer Behavior (3 credits)**

Restriction(s): Business Administration major or Business Relationship & Professional Selling minor. Understanding consumer behavior is central to marketing in today's fast-paced markets. The course offers insights into consumer behavior through different perspectives (e.g., psychological, socio-economic, demographic, and statistical) along with various marketing research techniques. Several additional contemporary issues are covered, including digital and social media environments, changing technology, and social responsibility and sustainability. The course is taught from an applied perspective in which students are given opportunities to demonstrate their learned knowledge pertaining to actual marketplace situations. Equivalent course MKTG 341 effective through Summer 2024.

## **MKTG 250 Professional Selling (3 credits)**

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)**

Corequisite(s): FINC 300, MGMT 300 and INFO 300. Prerequisite(s): BCOM 280 may be taken as prerequisite or corequisite; and ACCT 201 or ACCT 204. Restriction(s): Business Administration majors and minors, Business Analytics majors and minors, and Accounting majors only. 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 are discussed.

## **MKTG 322 Customer Relationship Management Practicum (3 credits)**

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Major or minor within the School of Business; Professional Selling and Sales Management Certificate Program only. 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 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 will introduce students to the nonprofit world, with an emphasis on operational management (programs) and marketing (fundraising and community engagement). Students will explore and engage in topics including the special role of nonprofit organizations in the U.S., nonprofit and corporate partnerships, managing and engaging volunteers, fundraising and revenue generation, using social and digital media to produce interest in nonprofit activities, and current trends in nonprofit management and marketing.

**MKTG 348 Digital Marketing (3 credits)**

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration majors. 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.

**MKTG 350 Pharmaceutical and Health Care Marketing (3 credits)**

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration major. This course provides an understanding of the unique role played by consumers, healthcare professionals, pharmacists, drug manufacturers, hospitals, clinics, government agencies, health insurers, and others in this field which represents nearly 20 percent of the national GDP. Students learn how a complex mosaic of market, economic, social, and governmental forces and interactions between the various verticals make it a dynamic industry. This course provides an overview and applications of marketing principles, strategies, and tactics in the pharmaceutical and healthcare sectors. Project-based learning approaches, case studies, field trips, and guest lectures from the pharmaceutical and healthcare fields are employed.

**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 360 Brand Management (3 credits)**

Prerequisite(s): MKTG 240 or MKTG 300. Restriction(s): Business Administration majors only. 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.

**MKTG 365 Sustainability Marketing (3 credits)**

Prerequisite(s): MKTG 240 or MKTG 300 or EAES 101. 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.

**MKTG 375 Luxury Marketing (3 credits)**

Prerequisite(s): MKTG 241 or MKTG 300 or MKTG 307. This course is designed to introduce students to the luxury industry, an inspiring and fascinating world that is highly competitive and increasingly challenging. What is luxury, and why is it so difficult to define? What does it take to build and consolidate a luxury brand image? Who are the major players, and how do they manage brands through an ever-changing market, striving to keep up with new trends while protecting the brand's history and image? Who are luxury consumers, what motivates them to buy, and how do luxury brands build long-lasting relationships with them? How do digital innovation and the pressure for more ethical and sustainable practices currently weigh on luxury brands? The answers to these questions and many others will be discussed in this course. Through a combination of lectures, videos, interactive discussions, cases, practical examples, individual assignments, and one group project, this course will equip students with the fundamental knowledge and understanding of the luxury industry, its unique characteristics, opportunities, and challenges.

**MKTG 387 New Product Development and Launch Strategy (3 credits)**

Prerequisite(s): MKTG 241. Restriction(s): Business Administration majors only. This course is designed to teach students the fundamentals of an integrated end-to-end new product development from a customer-centric perspective to maximize revenue for a company. The process of developing new products will be taught using established frameworks such as customer opportunity identification and idea generation process, and idea validation process such as product development funnel, risk matrix and stage-gate process. Students will also use quantitative and qualitative tools such as concept testing, alpha and beta testing, conjoint analysis, voice-of-the-customer analysis, perceptual mapping, and basic sales forecasting techniques to come up with a successful product or service for the firm. Students would also be taught how to balance the innovation portfolio of a company in the context of new products (or services).

**MKTG 390 Content Marketing with Artificial Intelligence (3 credits)**

Prerequisite(s): MKTG 348. Restriction(s): Business Administration Major. This course will provide students with a comprehensive understanding of content marketing as an essential element of digital marketing strategy. Students will learn how generative AI technologies can be leveraged in creating, disseminating, optimizing, and evaluating the effectiveness of digital content in moving prospects through their customer journey. It will cover the theoretical underpinnings, strategies, tools, and best practices for designing and implementing and evaluating effective content marketing campaigns. The course integrates theoretical frameworks with practical applications, using case studies, collaborative projects, and interactive discussions.

**MKTG 391 Social Media Marketing (3 credits)**

Prerequisite(s): MKTG 348. Restriction(s): Business Administration major. This course is designed to provide students with an in-depth understanding of the role social media plays in marketing practices. The course will explore a variety of social media platforms such as Facebook, Instagram, LinkedIn, Pinterest, TikTok, Twitter (X) and their application in marketing campaigns. Students will learn about content creation, network analysis, audience targeting, analytics, and the ethical considerations surrounding social media marketing.

**MKTG 395 Digital Marketing Analytics (3 credits)**

Prerequisite(s): MKTG 348. Restriction(s): Business Administration majors only. The objective of this course is to enable students to collect and analyze marketing data and/or metrics from various digital channels such as websites, social media, email, and digital ads. Students will learn how to interpret and leverage the findings from relevant data and/or metrics associated with specific digital touchpoints such as website traffic, open rates, click-through rates, engagement and conversion rates to develop a cohesive and effective marketing strategy. At the end of the course, students will be able to assess the success of various digital and social media marketing efforts.

**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 425 Programmatic Advertising (3 credits)**

Prerequisite(s): MKTG 348. Restriction(s): Business Administration major. This course explores the dynamic field of programmatic advertising within the digital marketing industry. Advertising efficiency and accountability are critical to ROI for advertisers and revenues for publishers. Increasingly, advertisers rely on intermediaries and affiliate networks for automated distribution and algorithmic placement of advertisements to effectively reach and retarget their target customers across a wide variety of digital platforms. Students will learn about the purchase funnel, interconnected digital marketing networks and players, programmatic advertising concepts, the bid infrastructure of demand-side platforms (DSPs), and supply-side platforms (SSPs), mechanics of real-time bidding (RTB), and the importance of collecting first-party data. Students will gain a comprehensive understanding of programmatic advertising strategies, data analytics, and emerging trends in the digital marketing landscape.

**MKTG 441 Digital Selling (3 credits)**

Prerequisite(s): MKTG 250; and MKTG 300 as a prerequisite, or MKTG 342 as a prerequisite or corequisite. Restriction(s): Major, Minor or certificate within the School of Business. This course is intended to educate students on how to sell in a physical and digital world. Students will use digital technologies in an integrated manner to sell in both the physical and digital worlds. The course focuses on the roles and functions of a Business Development Representative or Sales Development Representative. Data sources are used to identify and qualify prospects, developing a detailed understanding of prospective clients and their business and supporting frontline sales in closing deals and delivering value to customers. Using digital technologies to achieve engagement cadence is emphasized.

**MKTG 442 Marketing Research (3 credits)**

Prerequisite(s): MKTG 240 or MKTG 300, MKTG 241, INFO 240.

Restriction(s): Business Administration major. This course covers the fundamentals of market research methods and techniques applicable to resolving marketing problems. Students will learn the basics of qualitative and quantitative marketing research techniques, including problem definition, research question/hypothesis development, research design, data collection, data analysis, report writing, and effective communication of research findings.

**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 300; MKTG 442 may be taken as a prerequisite or corequisite. Restriction(s): 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 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 Strategic 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 business or organization, in all industry sectors and countries. Students will learn managerial concepts and frameworks, develop analytical skills, take a disciplined approach to understanding customer behavior in domestic and global markets, create customer journey mapping, and conduct competitive analysis to develop marketing strategies to deliver superior customer value. Students will gain experience in evaluating product/market fit, identifying market gaps, creating customer value, measuring brand equity, developing pricing strategies to capture value, developing marketing communication strategies and budgeting to communicate value to customers, and analyzing return on marketing investments.



**MKTG 562 Data Driven Marketing (1.5 credit)**

Prerequisite(s): MKTG 561. This course furthers students' ability to undertake market analysis and gain customer insights. Students employ data analytics methods to understand customers and competitors to develop innovative solutions to marketing problems. Through a series of case studies and data analytics assignments students explore customer attitudes to privacy, AI algorithms, market sizing, experimental design, and predictive analysis of customer behavior. Emphasis is placed on interpretation of findings and developing marketing strategies grounded in facts and creativity.

**MKTG 563 Global Business Impact (1.5 credit)**

This course introduces business students to the socio-ecological impact of global business. It outlines key sustainability frameworks to contextualize and explain the role and responsibility of business as it pertains to global environmental and social issues. It challenges students to evaluate, develop, and communicate strategies to address material social and ecological problems. Case studies and projects aid in developing the analytical skills to understand how business can meet 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 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 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 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 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)**

Restriction(s): MBA degree students only. 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.