

MARKETING (MAR)

MAR 3023 - Introduction to Marketing (3 Credits)

The study of the nature of marketing systems and the marketing function within organizations. Emphasis on the identification and satisfaction of consumer needs in a dynamic market environment including focus on the marketing mix, marketing institutions, and marketing decision making environments. (Sophomore standing required)

Attribute(s): COBC - College of Bus. Course

MAR 3235 - Social Media Marketing (3 Credits)

The study of media convergence to implement marketing strategies and techniques for both consumers and business markets. Emphasis on building customer relationships and brand identity via advanced communication technologies.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 3400 - Professional Selling (3 Credits)

In-depth, experiential study of the entire relationship selling process in consumer and business-to-business selling environments, from prospecting to follow-up, using problem-solving selling strategies, practices and techniques. (Junior standing required).

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 3412 - Effective Mktg Communications (3 Credits)

This course focuses on the essential skills and knowledge one needs to effect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. This course covers persuasive and effective interpersonal communication techniques.

Prerequisite(s): MAR 3023

MAR 3503 - Consumer Behavior (3 Credits)

Study of the decision processes of individuals and groups toward consumer products and the implications of these processes for marketers. Emphasis on both individual, group, and external determinants of consumer attitude and behavior.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4156 - International Marketing (3 Credits)

The application of marketing theories, principles and practices to the identification and satisfaction of the needs of consumers located in global communities. Focus on cross-cultural consumer behavior and communication, and legal processes.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4203 - Supply Chain Marketing (3 Credits)

The management of traditional and emerging marketing channels emphasizing legal, economic, and ethical considerations in wholesale and retail inventory control, raw goods and finished product transportation, E-tailing, and relationship management.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4232 - Retail Management (3 Credits)

A study of retailing structures, institutions, environments, and operations, including planning, merchandising and inventory management, product displays and promotions, store layouts and site selection, and the integration of E-tailing.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4310 - Public Relations Management (3 Credits)

Managing relationships of firms/organizations with its customers and non-customer publics, the media, community, government, investors, intermediaries, and employees. Topics include ethics, public opinion, publicity, event planning, primary/secondary research, communication, writing for the media, and managing media relations.

Prerequisite(s): ADV 3000 or MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4333 - Integrated Mkt Communications (3 Credits)

Team-oriented approach examines problems of developing a persuasive marketing strategy, promotional objectives, strategies and executions, including advertising, public relations, personal selling, sales promotion, direct marketing, and corporate communications.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4403 - Sales Force Management (3 Credits)

Contemporary sales force management. Emphasis on sales force strategies, sales management responsibilities and skills including recruiting, selection and training issues, motivational factors, and determinants of sales force performance.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4415 - Advanced Professional Selling (3 Credits)

Advanced study of the professional selling process, including team selling, negotiating and customer conflict management.

Prerequisite(s): MAR 3400

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

MAR 4613 - Marketing Research (3 Credits)

User-oriented analysis of the marketing research process, including problem definition, proposal preparation, research design, sampling methods, data collection, data analysis, interpretation and presentation of findings.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4674 - Marketing Analytics (3 Credits)

Study of analytic methods, tools and processes that enable marketing managers to make data-guided decisions. Topics covered include data-driven marketing mix decisions, market segmentation, targeting and positioning, customer profitability, customer lifetime value, advertising optimization and resource allocation.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4700 - Digital Marketing (3 Credits)

This course addresses how digital marketing revolutionized the interactions between firms and consumers. Digital Marketing is an essential and powerful component of modern marketing, and a driving force for how firms establish and strengthen customer relationships. This course will introduce Digital Marketing frameworks that enable firms to deeply understand and engage with each of their customers and prospects across their buyer's journey.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

MAR 4711 - Entertainment & Sports Branding (3 Credits)

This course provides students a framework for understanding how marketing strategies & tactics can be successfully applied within sports & entertainment industries as well as in political campaigns. Branding will be examined both in terms of personal branding for celebrities, politicians and sports figures as well as broader branding approaches within each industry including NIL.

Prerequisite(s): MAR 3023

MAR 4725 - Intro to Influencer Marketing (3 Credits)

Influencer Marketing is a type of personal branding on social media that uses content, endorsements & product mentions from influencers. An influencer is a personal brand with sway over their audience. Influencers have specialized knowledge, authority, or insight into a specific subject.

Prerequisite(s): MAR 3023

MAR 4741 - AI-Powered Marketing (3 Credits)

This course explores the integration of Artificial Intelligence (AI) in modern marketing strategies. Topics include AI-driven customer segmentation, predictive analytics, personalized marketing, chatbots, and ethical considerations. Students will develop skills in leveraging AI tools to enhance customer engagement, improve marketing efficiency, and drive business growth.

Prerequisite(s): MAR 3023

MAR 4804 - Market Strategy (3 Credits)

A capstone marketing course that utilizes case studies to simulate real-world business situations. The analyses provide guidance to students in developing analytical, decision-making and presentation skills.

Prerequisite(s): MAR 3503 and (MAR 3613 or MAR 4613)

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4831 - Brand Strategies (3 Credits)

This course examines the use of storytelling as a strategy for building an engaging brand narrative. Students will explore the storybranding framework and the different elements that make up a brand narrative. Students apply this framework to creating and implementing the strategy needed to be an effective brand storyteller including, digital content created for social channels, owned media and paid advertising.

Prerequisite(s): MAR 3023

MAR 4832 - Product & Brand Management (3 Credits)

Applied study of product management and strategies for building, leveraging and defending brands.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4841 - Services Marketing (3 Credits)

The selection, development, execution, and measurement of marketing strategies in service organizations, including the strategic and tactical differences in the marketing of services from those methods used in traditional product marketing.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4860 - Customer Relationship Mngmt. (3 Credits)

The management of customer relationships has become the centerpiece of business strategy. This course introduces the student to CRM and emphasizes the financial and technological aspects of managing customer relationships.

Prerequisite(s): MAR 3023

Attribute(s): COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4905 - Independent Study in Mkt (1-3 Credits)

Individual study and research with faculty direction and supervision. (Permissions of instructor and department required)

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4930 - Special Topics in Marketing (3 Credits)

Study of special, current, or emerging topics in marketing.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

MAR 4944 - Internship in Marketing (3 Credits)

Supervised work experiences in a marketing related capacity with profit or non-profit organizations. Individual work must meet the College of Business and the Department of Marketing requirements to earn course credit. (Junior/Senior standing and permission of department required) (S/U only)

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective, WBLI - Work based learning indicator

MAR 4946 - Internship Professional Sales (3 Credits)

Supervised work experiences in professional selling. Individual work must meet the College of Business and the Department of Marketing requirements to earn course credit. (Junior/Senior standing and permission of department required). S/U only.

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., WBLI - Work based learning indicator

MAR 6158 - Global Marketing (3 Credits)

An advanced study of the process and problems associated with establishing and maintaining global marketing operations. Analytical tools available to global marketing managers will be emphasized to assess competitive alternatives to include justification of international trade, and the formulation of global marketing strategies. Cross-cultural, legal, political, ethical and environmental factors are introduced to enhance global marketing decision-making.

Prerequisite(s): MAR 6815 or MAR 6805

MAR 6336 - Marketing Communications Mgmt (3 Credits)

This course focuses on the importance of brand management in an overall corporate communications strategy. A marketing manager's viewpoint is adopted in examining the management and coordination of all marketing communication to customers and stakeholders. Course discusses concepts and strategies in such areas as advertising, sales promotion, personal selling, and public relations with focus on digital marketing communications.

Prerequisite(s): MAR 6805

MAR 6508 - Advanced Customer Analysis (3 Credits)

The course provides students with an advanced understanding of the determinants of consumer behavior as well as the implications of such behavior to a firm's marketing strategy. The course adopts an analytical approach and covers the psychological, social, cultural bases and motives for the process of consumer choice as well as the significance of such process for marketing strategy and public policy.

Prerequisite(s): MAR 6805

MAR 6706 - Digital Marketing Analytics (3 Credits)

This course provides students the ability to interpret, evaluate and use digital marketing data. It equips students with the knowledge and skills to develop data-driven marketing decisions and to incorporate key digital analytics into a firm's existing marketing strategies.

Prerequisite(s): MAR 6805 (may be taken concurrently)

MAR 6735 - Digital Marketing Strategy (3 Credits)

This course uses a strategic framework to address the challenges and opportunities of digital marketing. It provides students the capabilities to develop, implement and evaluate digital marketing strategies designed to enhance brand value and drive successful marketing exchanges. The course covers a range of digital marketing tools such as e-marketing, social media, mobile, SEO and metrics.

Prerequisite(s): MAR 6805

MAR 6805 - Marketing Management (3 Credits)

Explores managerial aspects of the marketing of goods and services in a global economy. Analysis of operational and strategic planning problems confronting marketing managers. Topics include consumer behavior, target market identification and selection, product development and commercialization, pricing, distribution. Introduces emerging marketing technologies, and reinforces the importance of ethics and social responsibility in the orderly operation of the market system.

MAR 6807 - Adv Market Analysis & Strategy (3 Credits)

Advanced concepts and analysis with a strategic focus on developing marketing plans and programs for business and non-business opportunities while emphasizing applied marketing theories, technological tools, and decision-making processes.

Prerequisite(s): MAR 6805

MAR 6849 - Services Marketing (3 Credits)

Focus on understanding the differences between the marketing of tangible and intangible products from both the consumer and provider perspective. Strategies and tactics useful in enhancing service firm competitiveness will be studied.

Prerequisite(s): MAR 6815 or MAR 6805

MAR 6880 - Social Media Marketing (3 Credits)

Intensive study of social media marketing including best practices, challenges, metrics, and its role in market segmentation, target marketing, branding, market expansion, and marketing strategies.

Prerequisite(s): MAR 6805

MAR 6904 - Marketing Internship (3 Credits)

Experiential learning exercise that will enable students to apply marketing theory to real world situations. Student will gain marketing related knowledge and practical experience in a profit or not-for-profit organization. S/U only. (Permission of department required)

Prerequisite(s): MAR 6815 or MAR 6805

Attribute(s): WBLI - Work based learning indicator

MAR 6907 - Independent Study in Marketing (1-3 Credits)

Individual study and research under faculty direction. Topics vary and are usually selected on an individual basis. Detailed project and/or paper must be completed. (Permission of instructor and department required)

Prerequisite(s): MAR 6815 or MAR 6805

MAR 6936 - Special Topics in Marketing (3 Credits)

A comprehensive survey of selected contemporary issues and topics in marketing at the graduate level. Individual investigation and reporting emphasized in seminar fashion.

Prerequisite(s): MAR 6815 or MAR 6805