

MARKETING COURSES

Student Learning Outcomes¹

MKT 371: Consumer Behavior

At the end of this course students should be able to:

1. Compare and contrast different perspectives that characterize the study of consumer behavior (e.g. cognitive vs. behavioral).
2. Apply theories of consumer behavior to the formulation of effective marketing strategy.
3. Recognize trends based on current research related to consumer behavior.
4. Analyze the challenges that might influence the formulation of effective marketing strategies from a consumer behavior perspective.

MKT 372: Retail Marketing Methods

At the end of this course students should be able to:

1. Identify different retailing formats.
2. Analyze consumer evaluations of retail offerings.
3. Conduct an in-depth retailer analysis.
4. Formulate retail marketing strategies.
5. Apply retail management concepts and practices to real world situations.

MKT 373: Integrated Marketing Communications

At the end of this course students should be able to:

1. Explain the role of IMC in the overall marketing program.
2. Describe the structure for developing an IMC plan.
3. Discuss how consumer behavior and communications theories lead to the development of communications objectives.
4. Differentiate between communications objectives and marketing objectives.
5. Measure the effectiveness of an IMC program.

MKT 376: Global Marketing Strategy

At the end of this course students should be able to:

1. Identify the differences between marketing at home and marketing in an international environment.

¹ Updated August 2015

2. Adapt existing knowledge to satisfy international market entry requirements.
3. Assess and contrast cultural, economic, political and legal differences between home and global markets and across potentially viable international markets.
4. Adapt existing marketing strategy to comply with international market conditions.
5. Conduct international market segmentation, targeting and product positioning in target market.
6. Decide on pricing, promotion, advertising, distribution, product and other relevant marketing factors that will allow for success in international markets and for stronger competitive positioning in the global marketplace.
7. Develop a set of criteria to continuously monitor international marketing opportunities, to measure marketing success and to determine strategic adjustments.

MKT 377: Selling Strategy and Practices

At the end of this course students will be able to:

1. Discuss how selling plays a key role in all industries.
2. Explain how a career in sales could be very lucrative and describe how the intensity of their efforts will usually coincide with their results and success.
3. Identify how to successfully implement the 8-Step Sales Cycle Process.
4. Describe the significant responsibilities that a salesperson faces as the KEY individual/point of contact representing a specific company or service within the marketplace.
5. Identify and discuss a wide range of interesting and dynamic sales professions within the for-profit and non-profit sectors of the economy.
6. Utilize sales skills.
7. Use oral communication skills.

MKT 380: Direct Marketing Methods

At the end of this course students should be able to:

1. Identify the significant range of media options available within the sphere of direct marketing and describe the advantages, disadvantages and limitations of each one.
2. Communicate with clients using direct marketing industry terms.
3. Discuss the main elements that go into developing a successful direct marketing program or campaign including strategic development, market research, creative analysis, program implementation and measurement.
4. Evaluate and communicate the overall effectiveness of a direct marketing campaign via return-on-investment (ROI) analysis and other quantifiable measurements.
5. “Brainstorm” and solve marketing challenges.
6. Develop and execute a “mini” Direct Marketing program for a real company’s product or service and then present the campaign and creative strategy.

7. Use oral communication skills.

MKT 470: Marketing Research

At the end of this course students should be able to:

1. Describe marketing research, what kinds of information it can provide, and how it is used by marketing management.
2. Identify and explain alternative research methods and their relative strengths and weaknesses.
3. Identify and describe examine major types of measurement techniques and data collection methods.
4. Analyze data obtained through marketing research using the SPSS software.
5. Write a marketing research report and make an oral presentation of the research results.
6. Make sound tactical and strategic business decisions based on the proper interpretation of marketing research results.

MKT 472: Advanced Integrated Marketing Communications

At the end of this course students should be able to:

1. Develop a comprehensive IMC plan.
2. Identify and analyze the strengths, weaknesses, opportunities, and threats faced by an organization as it prepares to develop an IMC plan.
3. State communications objectives that will guide IMC promotional plan development.
4. Determine and allocate a promotional budget.
5. Plan a media strategy.
6. Measure the effectiveness of the IMC plan.

MKT 473: Sales Management

At the end of this course students should be able to:

1. Discuss how Sales and Sales Management plays a key role within various aspects of all industries.
2. Explain how a career in Sales / Sales Management could be very lucrative and describe how the intensity of their efforts will usually coincide with their results and success.
3. Identify how to implement successful Sales Management practices.
4. Describe the significant Sales and Sales Management responsibilities that a salesperson/Manager faces as the KEY individual / point of contact representing a specific company or service within the marketplace.
5. Identify and discuss a wide range of interesting and dynamic sales professions within the for-profit and non-profit sectors of the economy.

6. Participate in a group sales project where students will have the opportunity to demonstrate their newly acquired sales skills in conjunction with and in front of their fellow classmates.
7. Improve upon oral and written skills via in-class participation and role-playing.
8. Display confidence that shows fear of selling has been overcome.

MKT 474: Business Marketing

At the end of this course students should be able to:

1. Define the business environment and priorities of B2B marketing and the similarities and differences between the marketing practices when serving the needs of organizations versus consumer goods.
2. Describe the forces both internal and external to the organization that influence the decision-making process. Emphasis on organizational buying behavior, customer relationship management.
3. Explain the techniques to conduct market analysis practices including market segmentation and targeting.
4. Describe the process to formulate and manage the B2B marketing strategy including all key components.
5. Assess and apply the 4 P's (Product, Place, Promotion, Price) in the B2B environment for products or services being marketed to organizations.

MKT 475: Global Marketing Applications

At the end of this course students should be able to:

1. Explain key concepts of global marketing such as:
 - Application of the marketing concept to diverse cultures.
 - Positioning the same product or service in different cultural markets.
2. Analyze consumer behavior in global markets in terms of:
 - Cross-cultural values: collectivism, power distance, masculinity, and uncertainty avoidance.
 - Group influences, including sub-cultures, social class, reference groups, and families on buying behavior.
 - Individual or psychological influences such as motivation, learning theory, perception, and attitude formation on buying behavior.
 - Consumer decision-making processes and the pattern of diffusion of innovation in the host culture.
 - Buyer behavior in consumer and industrial markets, the role of the product/service planning, pricing, distribution, and promotion in the marketing process, the ability to apply these concepts to global markets.

3. Create marketing plans in foreign markets that adjust the marketing mix appropriate for the host culture including:
 - Product and packaging design and crafting the appropriate features and benefits for the country.
 - Adapting brand images, archetypes and related symbols, icons, spokespeople, designs and logos appropriately to diverse global markets.
 - Establishing the pricing strategies relevant for the host market.
 - Selection of the optimal distribution channel in foreign markets.
 - Creation of an IMC that best communicates with target consumers in the foreign market.
4. Identify and employ secondary sources of global economic information to analyze markets and customers.

MKT 476: Internet/Interactive Marketing

At the end of this course students should be able to:

1. Summarize key historical media, technology, and marketing milestones.
2. Recognize terminology referencing the infrastructure of digital networked environment, interface design, online consumer behavior, online advertising/communication, social media, and industry leaders/organizations.
3. Produce persuasion based multi-media and design interactive communication units.
4. Develop, monitor, and assess digital networked communication/marketing campaigns.
5. Interpret, integrate and critique analyses and predictions regarding social, cultural and economic trends and transformations related to the digital networked environment.

MKT 477: Marketing Consulting for Small Business

At the end of this course students should be able to:

1. Summarize the organizational managerial context of the business decision.
2. Determine the appropriate information needed to arrive at business recommendations.
3. Determine the methodologies needed to obtain the required information from both primary and secondary sources.
4. Implement the appropriate methodologies in a semester-long research project.
5. Analyze the collected information to arrive at sound managerial recommendations.
6. Write a sound research report for presentation to management.
7. Orally present the research results to management in a well-organized presentation.
8. Act as a productive member of a team tasked with solving a decision problem.
9. Mitigate interpersonal problems that exist in the research team setting.

MKT 479: Strategic Marketing Management

At the end of this course students should be able to:

1. Discuss the goals of marketing strategy as they pertain to strengthening brands.
2. Identify strategic issues and alternative approaches to addressing these issues.
3. Analyze how marketing decisions are influenced by forces in the external environment.
4. Identify the core competencies and weakness of firms in the context of the strategic issue.
5. Evaluate alternative solutions to marketing problems.
6. Recommend marketing strategies that align forces in the external environment with the core competencies of the firm.

MKT 480: Marketing Analytics

At the end of this course students should be able to:

1. Accurately articulate how modern organizations are using “big data” and analytics to (a) solve old marketing problems in new ways and (b) pursue new marketing opportunities.
2. Use analytic approaches to transform marketing and sales data into actionable and appropriate marketing decisions.
3. Accurately articulate how to translate typical marketing and sales problems into problems amendable to being solved with common marketing models.
4. Justify the use of a particular marketing analytics approach and communicate its managerial implications to a non-technical audience.
5. Use fundamental web analytics principles and tools to monitor and improve digital and social media marketing campaigns and ecommerce websites.

BA 627: Marketing

At the end of this course students should be able to:

1. Analyze markets and customers utilizing primary and secondary sources of information.
2. Define and apply knowledge of key concepts, including:
 - Customer value
 - Customer behavior
 - Market segmentation
 - Target market selection
 - Positioning
 - Brand equity
 - Marketing mix
 - Integrated marketing communications
3. Identify and explain methods for measuring and evaluating marketing performance and how marketing contributes to the financial value of the firm.

4. Identify and integrate market mix elements into a comprehensive plan.

MKT 701: Seminar in Marketing Planning and Programs

(Course not currently being offered)

At the end of this course students should be able to:

1. Assess environmental influences on firms, particularly competition and customers.
2. Assess the core competency of firms and their relative strengths and weaknesses.
3. Identify those strategies and tactics that best fit a firm's competitive situation.

MKT 761: Product Innovation Management

At the end of this course students should be able to:

1. Identify and explain the steps in the New Product process and the role of each.
2. Describe the various methods used to generate new products and translate them into New Product Concepts.
3. List the different research methods used to test the viability of new products in the market place.
4. Develop a comprehensive new product marketing plan starting with ideation through to the completion of the proposed marketing mix.

MKT 762: Seminar in Integrated Marketing Communications

At the end of this course students should be able to:

1. Describe how integrated marketing communications has evolved, how it differs from traditional media advertising, and its role in the marketing program.
2. Evaluate the way marketers organize for integrated marketing communications and describe the role and function of advertising agencies, media specialist companies, and other marketing communications organizations.
3. Describe the consumer decision making process and the role consumer behavior plays in the development of integrated marketing communication programs.
4. Explain the process of developing and implementing media strategies and identify the advantages and limitations of various media including print, broadcast, and alternative media.
5. Explain the various promotional tools and the role they play in an integrated marketing communications program including advertising, sales promotion, public relations, direct marketing, the Internet, personal selling and other IMC tools.
6. Explain how organizations measure the effectiveness of their integrated marketing communication programs and ways of determining return on investment.

7. Identify and evaluate integrated marketing challenges facing companies and recommend solutions and courses of action.

MKT 763: Seminar in Sales Management

(Course not currently being offered)

At the end of this course students should be able to:

1. Explain the strategic role personal selling and sales management play in the marketing mix and the organization's strategic plans.
2. Illustrate the steps in the sales process from prospecting to closing.
3. Recruit, select and train sales personnel.
4. Organize a sales force and allocate sales personnel to territories.
5. Develop sales forecasts using objective and subjective methods and models.
6. Use the tools available to the sales manager for motivating and compensating the sales force.
7. Perform marketing cost analysis to isolate the costs incurred in producing various levels of sales. Apply techniques for controlling sales force performance and behavior.

MKT 766: Seminar in Marketing Research

At the end of this course students should be able to:

1. Describe what marketing research is, what kinds of information it can provide, and how it is used by marketing management.
2. Identify and explain alternative research methods and their relative strengths and weaknesses. Additionally, be able to determine which marketing research methods will be suitable to analyze which types of marketing problems.
3. Identify and describe major types of measurement techniques and data collection methods.
4. Analyze data obtained through marketing research using the SPSS software.
5. Write a marketing research report and make an oral presentation of the research results.
6. Design and conduct a real-world marketing research project.

MKT 768: Seminar in Internet Marketing and E-Business

At the end of this course students should be able to:

1. Summarize key historical media, technology, and marketing milestones.
2. Characterize online consumer behavior, online advertising/communication, and social media.
3. Evaluate industry leaders/organizations best practices and decentralized business models.

4. Develop, monitor, and assess digital networked communication/marketing campaigns.
5. Engage in Search Engine Optimization, Search Engine Marketing, Social Media Optimization, and Contextual Marketing.
6. Interpret, integrate and critique analyses regarding social, cultural and economic trends and transformations related to the digital networked environment.
7. Predict mega trends associated with the digital networked environment.

MKT 769: Seminar in International Marketing

At the end of this course students should be able to:

1. Analyze the internal corporate structure and determine if the company is ready to enter the international markets.
2. Apply the appropriate environmental analytical methods to segment the global marketplace and prioritize their target countries to enter.
3. Decide on the most appropriate international marketing entry method for their international target markets.
4. Develop an optimal international marketing strategy that best meets their internal corporate capabilities and the external environments in the target markets.

MKT 772: Strategic Brand Management

At the end of this course students should be able to:

1. Define branding and terminology related to branding
 - a. Differentiate terms such as brand equity, brand loyalty, etc.
2. Evaluate a brand and differentiate a great brand from other brands.
3. Apply the brand positioning framework to:
 - a. Develop a brand.
 - b. Develop long term, sustainable brand strategies and position a product.
 - c. Expand/introduce a brand internationally.
 - d. Reposition or revitalize a brand.
 - e. Develop a brand portfolio.
4. Apply branding techniques in technology companies.
5. Describe the role of social media in shaping a brand.
6. Explain the role of outside agencies in branding
 - a. Develop criteria and a process to select an agency.
7. Develop integrate marketing campaigns to grow a brand.

MKT 779: Advanced Marketing Strategy

At the end of this course students should be able to:

1. Explain how the development of corporate strategy is influenced by strategic marketing considerations.
2. Describe the process used by companies to develop, implement and evaluate marketing strategies.
3. Identify the range of problems and decisions implicit in strategic market planning and ways of achieving a sustainable competitive advantage in the marketplace.
4. Identify various ways companies can develop and utilize specific sources of competitive advantage.
5. Utilize various contemporary theories, tools and techniques for making strategic marketing planning decisions.

MKT 790: Directed Readings in Marketing

At the end of this course students should be able to:

1. Explain how marketing decisions for a specific company or organization are influenced by various forces in the external environment.
2. Analyze significant trends and developments in a market using primary and/or secondary sources of information and explain how they impact the marketing strategy and plan of a company or organization.
3. Explain how a company or organization can segment its market, identify a specific target market and develop an appropriate branding and positioning strategy.
4. Develop a marketing plan that includes the various marketing mix elements of product/service planning, pricing, distribution and promotion.
5. Explain how a company or organization will implement and evaluate a comprehensive marketing program.