

MARKETING

- Business Administration, Strategic Marketing Concentration, MBA (<https://bulletin.uakron.edu/graduate/colleges-programs/business-administration/marketing/strategic-marketing-mba>)

Marketing (6600)

6600:575 Business Negotiations (3 Credits)

Examines business negotiation principles and practices and builds skills in the process of negotiating business agreements within a global environment.

6600:600 Marketing Concepts (3 Credits)

Introductory course examining buyer behavior, environmental influences, target marketing, product development, distribution, promotion, and pricing for business firms and nonprofit organizations within a global context.

6600:615 Marketing Analytics (3 Credits)

Prerequisite: 6600:620. Examines the information-driven processes used for predictive analytics, data mining and database technologies for developing, testing, implementing, measuring, and creating marketing programs and strategies.

6600:620 Strategic Marketing (3 Credits)

Review of Marketing terminology and concepts. Managerial assessments of opportunities, threats are explored as are the development and management of appropriate strategic marketing plans and their tactical implementation.

6600:625 Brand Management (3 Credits)

Prerequisite: 6600:620. Application of the development, management and evolution of brands in the creation of competitive advantage. Required field project satisfies the requirement for action-based learning.

6600:630 Customer Relationship Management (3 Credits)

Prerequisite: 6600:620. *CRM is a customer-centric business process used to organize, automate, and synchronize advertising, marketing, sales, support and service functions across an organization. Students will gain a clear understanding of key CRM concepts and how an effective CRM strategy can build brand equity, maximize customer lifetime value and drive profitable revenue growth.

6600:635 Digital Marketing (3 Credits)

Prerequisite: 6600:620. Examines concepts and approaches used in digital marketing, including virtual product experiences, digital distribution, SEM/SEO, social media, consumer privacy, mobile marketing, among others.

6600:640 Marketing Research (3 Credits)

Prerequisites: 6500:601 and 6500:602. Covers the scientific methods as well as the gathering and analysis of information to identify opportunities and solve problems within a business organization.

6600:655 Integrated Marketing Communications (3 Credits)

Prerequisite: 6600:600. The total range of marketing communication tools are examined individually and in the context of planning, developing, and implementing a systematic and integrated communications program.

6600:670 Competitive Business Strategy (3 Credits)

Prerequisites: 6600:600. Investigation of competitive business strategy from an industry perspective. The course presents a framework which can be used to understand and develop competitive strategies.

6600:681 Sales Management (3 Credits)

Prerequisite: 6600:620. Develops analytical and managerial skills through case studies and other learning activities relating to the organization, selection, training, motivation, and control of a domestic or global sales force.

6600:697 Independent Study: Marketing (1-3 Credits)

(May be repeated for a total of six credits) Focus on special topics of study and research in marketing on an independent basis.