

MARKETING

- Digital Marketing, Certificate (<https://bulletin.uakron.edu/graduate/colleges-programs/business-administration/marketing/digital-marketing-certificate/>)
- Global Marketing, Certificate (<https://bulletin.uakron.edu/graduate/colleges-programs/business-administration/marketing/global-marketing-certificate/>)

Marketing (MKTG)

MKTG: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. (Formerly 6600:575)

MKTG: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. (Formerly 6600:600)

MKTG:603 Innovation Consulting Project (3 Credits)

Field-based course providing hands-on experience working with organizations on their real-world problems. Student's will research competitors, products, programs to recommend actionable solutions. (Formerly 6700:603)

MKTG:615 Marketing Analytics (3 Credits)

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. (Formerly 6600:615)

MKTG: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. (Formerly 6600:620)

MKTG:623 Advanced Instrument Development and Execution (3 Credits)

Prerequisite: MKTG 620. This course provides a thorough background in the design, administration, and interpretation of a range of survey, in-depth interview and focus group strategies within the broader context of a research or evaluation project. Topics will include formulation of study aims, developing an appropriate research design, protection of human subjects and proper conduct of research, sample size calculations, recruitment strategies, survey administration, and development of an analysis plan. Class topics are designed to convey practical knowledge through topical lectures, group activities, partner feedback and a study design project consisting of two parts: a study instrument and a research plan. (Formerly 6600:623)

MKTG:625 Brand Management (3 Credits)

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. (Formerly 6600:625)

MKTG:635 Digital Marketing (3 Credits)

Examines concepts and approaches used in digital marketing, including virtual product experiences, digital distribution, SEM/SEO, social media, consumer privacy, mobile marketing, among others. (Formerly 6600:635)

MKTG:640 Marketing Research (3 Credits)

Covers setting marketing research goals as well as the gathering and analysis of information to apply them to obtain consumer insights to enhance marketing decisions and solve problems within a business organization. (Formerly 6600:640)

MKTG:655 Integrated Marketing Communications (3 Credits)

Prerequisite: MKTG 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. (Formerly 6600:655)

MKTG:660 Marketing Practices and Customer Satisfaction (2 Credits)

An overview of key marketing practices and processes and their role in developing marketing programs that exceed customer expectations. (Formerly 6750:660)

MKTG:665 Marketing Strategy (3 Credits)

Strategies marketing managers use to create competitive advantage through marketing tactics to consumer behavior, new product strategy, market segmentation, product positioning, promotion, and business to business collaboration. (Formerly 6750:665)

MKTG:670 Competitive Research Strategy (3 Credits)

Investigation of competitive research strategy from an industry perspective, utilizing a semester long consulting project. The course presents a framework which can be used to understand and develop competitive market research strategies. (Formerly 6600:670)

MKTG: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. (Formerly 6600:697)

Sales (SALES)

SALES:630 Customer Relationship Management (3 Credits)

Prerequisite: SALES 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. (Formerly 6600:630)

SALES:681 Sales Management (3 Credits)

Prerequisite: SALES 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. (Formerly 6600:681)