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.