

MARKETING

Marketing is about the creation of value

Ultimately, great marketing is about creating customer commitment to the products, services, causes or ideas that one produces. The discipline is built on learning the core practices associated with bringing a product, service, or idea to market including product design and development, distribution, promotion and pricing. It also focuses on how to keep products competitive through market research, branding, customer service, innovation and promotion, including digital, social media and traditional advertising. A well developed marketing strategy, which puts the customer first, will improve any organization, including for profit firms, not-for-profit organizations and government agencies.

Individuals with a marketing degree, may become marketing managers responsible for all marketing related activities of the firm. Still others may specialize in one specific area such as sales, digital marketing, advertising and promotion, brand management, product development, marketing research & analytics, customer relationship management, or media management.

Focus on Experiential Learning

Through strong connections with alumni, advisory board members and local businesses, students are provided experiential learning that will allow them to "hit the ground running". This may include developing and analyzing a customer survey, conducting a focus group on a new product, running an eye tracking study to determine the best promotion campaign or designing a social media campaign, to introduce a new product. Students are given multiple classroom opportunities to help solve real marketing issues. Thus students are exposed to both theory and practice through courses that focus on "what to do," and "how to do it". The program also includes a semester long senior capstone experience with a firm, and internships and professionally taught specialty courses on state-of-the-art marketing practices taught by local experts.

State of the Art Facilities

The Marketing Department has state of the art facilities through the Suarez Behavioral Research Laboratory, Fisher Institute for Professional Selling (<https://bulletin.uakron.edu/undergraduate/research-centers-institutes/fisher-institute-professional-selling/>) and the Gary and Karen Taylor Institute for Direct Marketing (<https://bulletin.uakron.edu/undergraduate/research-centers-institutes/institute-direct-marketing/>). These facilities provide students opportunities for putting into practice their classroom learning. For example, sales students practice and receive feedback through video taping of sales role plays and sales negotiations, while marketing research classes utilize the focus group facilities, eye tracking equipment and survey software in the computer laboratories to conduct marketing research.

Requirements

Students must meet all requirements of:

1. General Education Program
2. College of Business Core Program
3. Foundation courses within the Marketing program
4. Professional experiences component of the program
5. All other requirements of the major

Students may also pursue a dual major or a minor. By adding a limited number of credit hours, students could for example, pursue a double major in sales and marketing, or add a minor in international business.

Check with your College of Business advisor to determine the specific requirements for the double major or minor of your choice.

- Health Care Selling, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/health-care-selling-certificate/>)
- Marketing, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/marketing-management-bs/>)
- Marketing, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/marketing-minor/>)
- Professional Selling for Engineering Majors, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/professional-selling-engineering-majors-certificate/>)
- Professional Selling, Certificate (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/professional-selling-certificate/>)
- Professional Selling, Minor (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/professional-selling-minor/>)
- Sales Management, BBA (<https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/sales-management-bs/>)

Marketing (MKTG)

MKTG 205 Marketing Principles (3 Units)

Prerequisite: 24 hours of college credit. Pre/Corequisite: ECON 200 or ECON 244. A general survey of marketing activities including analysis of markets, competition, consumer behavior, information systems, and the assessment of product, price, distribution, and promotion strategies. (Formerly 6600:205)

MKTG 335 Marketing Research (3 Units)

Prerequisites: MGMT 304 and [MKTG 205 with a grade of C or better]. Student will gain hands-on experience in the understanding and use of appropriate tools and techniques for conducting, analyzing and presenting information to assist in marketing strategy. Tools used include focus groups, survey construction, and biometric studies. Includes problem definition and solution focused approaches to marketing research decisions. (Formerly 6600:335)

MKTG 336 Marketing Research Lab (1 Unit)

Prerequisites: MGMT 304 and MKTG 205. Corequisite: MKTG 335. Students will gain hands-on experience in the understanding and use of appropriate tools and techniques for analyzing and presenting information derived from marketing databases. Includes problem definition and solution approach to marketing research decisions. (Formerly 6600:336)

MKTG 355 Consumer Behavior (3 Units)

Prerequisites: [MKTG 205 or COMM 133] with a grade of C or better. Interdisciplinary approach to the analysis of the nature of consumer buying behavior. Economical, social, and psychological influences on consumers' decision-making processes are examined. (Formerly 6600:355)

MKTG 375 Marketing & Sales Analytics (3 Units)

Prerequisites: MKTG 205 and MGMT 304. Develop the skills to provide clients with actionable marketing intelligence gleaned from the customer, sales force, channel, promotion and competitor databases that are now pervasive in the business world. (Formerly 6600:375)

MKTG 385 Data Visualization (1 Unit)

Prerequisites: MKTG 205, ACCT 250, and MGMT 304. This course introduces data literacy and will be focused on the use of data visualization tools. You will learn the nature of data across different domains and the concepts and skills of data visualization by understanding, questioning and problematizing how data are generated, analyzed, and used. You will also learn how to visualize your own data, interpret the findings and tell a story with data in a compelling fashion for decision making.

MKTG 432 Integrated Marketing Communications (3 Units)

Prerequisites: MKTG 205 with a grade of C or better and MKTG 355. This course stresses the need for marketers to create consistent coordinated communication programs using all elements of the promotion mix including advertising, public relations, sales promotion, social media and personal selling. (Formerly 6600:432)

MKTG 434 Digital Marketing and Artificial Intelligence (3 Units)

Prerequisites: MKTG 205 and MKTG 432. This course delves into the dynamic realm of the promotion mix within the digital sphere, where creativity meets technology. Discover the powerful influence of Artificial Intelligence on every facet of digital marketing, from captivating online and mobile ads to engaging social media campaigns. Uncover the strategies behind successful blogging, website design, and mastering SEO. (Formerly 6600:434)

MKTG 440 Brand Management (3 Units)

Prerequisites: [MKTG 205 or COMM 133 with a grade of C or better], and MKTG 355. This course studies the process of building and evolving successful brands. It focuses on brand equity development by creating a distinct brand identity, impeccable brand integrity and emotional resonance. It also emphasizes brand evolution through incremental and radical innovation. (Formerly 6600:440)

MKTG 446 Social Media Marketing (3 Units)

Prerequisites: MKTG 205 and MKTG 355. Examines strategies used for marketing within social media. Topics include analytics and tactics to design, manage and optimize consumer engagement and commerce. (Formerly 6600:446)

MKTG 460 B2B Marketing (3 Units)

Prerequisite: [MKTG 205 or COMM 133] with a grade of C or better. This course provides a thorough grounding in industrial and business-to-business marketing. While many of the concepts are similar to those used in consumer marketing, there are major differences. This course will explore both the similarities and the differences. (Formerly 6600:460)

MKTG 486 Internship in Marketing (3 Units)

Prerequisite: Permission of department chair. On-the-job experience with public or private sector organizations in the field of marketing. On-the-job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by a weekly diary, two reflection papers, and an oral presentation of their experiences, which are supervised and evaluated by the department chair. (Formerly 6600:486)

MKTG 488 Internship in Integrated Marketing Communications (3 Units)

Prerequisite: Permission of department chair. On the job experience with public or private sector organizations in the field of marketing. On the job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by the weekly diary and term paper, which are supervised and evaluated by the department chair. (Formerly 6600:488)

MKTG 491 Professional Workshops in Marketing (1-3 Units)

Prerequisites: Sophomore or greater standing. Special topics in marketing taught primarily by professionals with the objective of adding depth and an applied perspective to marketing concepts, issues, software & databases, problem solving and career planning. Special emphasis is given to timely issues and new technologies required by the rapidly changing marketplace. (May be repeated for up to six credits.) (Formerly 6600:491)

MKTG 494 Professional Insights: Marketing Management (1 Unit)

Prerequisite: Junior or greater standing. Marketing Management is designed to link marketing management majors' academic learning to professional practice. Guest speakers, recognized experts in their field, share important lessons in marketing management and challenge students to address key issues in their profession. (Formerly 6600:494)

MKTG 495 Professional Insights: IMC (1 Unit)

Prerequisite: Junior or greater standing. IMC is designed to link Integrated Marketing Communication majors' academic learning to professional practice. Guest speakers, recognized experts in their field, share important lessons in IMC and challenge students to address key issues in their profession. (Formerly 6600:495)

MKTG 496 Special Topics: Marketing (1-3 Units)

Prerequisite: MKTG 205. (May be repeated for a total of three credits) Provides an opportunity to examine special topics and/or current issues in the fields of marketing, sales retailing or advertising. (Formerly 6600:496)

MKTG 499 Marketing Capstone Project (3 Units)

Prerequisites: Admission to the Marketing or Sales Management program, SALES 275, MKTG 335, MKTG 355, and MKTG 375. The class works with a client to assist them in solving a specific marketing issue (product, price, distribution and promotion) and develop complementary integrated marketing communication and sales force plans. Student teams will conduct secondary and primary research to develop and make marketing and sales management strategic recommendations. (Formerly 6600:499)

Sales (SALES)

SALES 275 Professional Selling (3 Units)

Builds communication skills while learning about buyer needs, persuasion and social influence, prospecting, making sales presentations, persuading, overcoming sales resistance, closing sales and building relationships. (Formerly 6600:275)

SALES 475 Business Negotiations (3 Units)

Prerequisites: 25 credits and SALES 275. Examines business negotiation principles and practices, and builds skills in the process of negotiating business agreements within a global environment. (Formerly 6600:475)

SALES 478 Advanced Professional Selling (3 Units)

Prerequisite: SALES 275. Broadens students understanding of the sales process looking at complex sales and solutions selling. Intense lab work focusing on communication skills, asking the right questions to fully understand needs, helping client turn implicit needs into explicit needs, conducting B2B and complex negotiations, and understanding how to create win-win solutions. (Formerly 6600:478)

SALES 480 Sales Management (3 Units)

Prerequisite: COMM 101 or MKTG 205. 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 6600:480)

SALES 487 Internship in Sales Management (3 Units)

Prerequisite: Permission of department chair. On-the-job experience with public or private sector organizations in the field of marketing. On-the-job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by a weekly diary and a term paper, which are supervised and evaluated by the department chair. (Formerly 6600:487)

SALES 493 Professional Insights: Sales Management (1 Unit)

Prerequisite: Junior or greater standing. Sales Management is designed to link sales management majors' academic learning to professional practice. Guest speakers, recognized experts in their field, share important lessons in professional selling and sales management and challenge students to address key issues in their profession as preparation for an internship and career. (Formerly 6600:493)