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 (6600)

6600:205 Marketing Principles (3 Credits)
Prerequisite: 24 hours of college credit. Pre/Corequisite: 3250:200 or 3250:244. 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.

6600:275 Professional Selling (3 Credits)
Prerequisite: 25 credits or permission from instructor. 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.

6600:335 Marketing Research (3 Credits)
Prerequisites: 6500:304 and [6600:205 with a grade of C or better]. Corequisite: 6600:336. Student 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.

6600:336 Marketing Research Lab (1 Credit)
Prerequisites: 6500:304 and 6600:205. Corequisite: 6600:335. 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.

6600:355 Consumer Behavior (3 Credits)
Prerequisite: 6600:205 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.
6600:375 Marketing & Sales Analytics (3 Credits)
Prerequisite: 6600:335. 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.

6600:432 Integrated Marketing Communications (3 Credits)
Prerequisites: Must be admitted to a 4 year major, 6600:205 with a grade of C or better, and 6600:355. 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.

6600:434 Digital Marketing (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college, 6600:205, and 6600:432. Focuses on the planning and execution of the promotion mix in the digital environment through online and mobile advertising, sales promotion, social media, blogging, website design and SEO.

6600:440 Brand Management (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college, 6600:205, and 6600:355. 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.

6600:446 Social Media Marketing (3 Credits)
Prerequisites: Must be admitted to a four-years degree granting college, 6600:205, 6600:355, and 6600:432. Examines strategies used for marketing within social media. Topics include analytics and tactics to design, manage and optimize consumer engagement and commerce.

6600:460 B2B Marketing (3 Credits)
Prerequisites: Must be admitted to a four year degree granting program and 6600:205 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.

6600:475 Business Negotiations (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college, 25 credits, and 6600:275. Examines business negotiation principles and practices, and builds skills in the process of negotiating business agreements within a global environment.

6600:478 Advanced Professional Selling (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college and 6600:275. 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.

6600:480 Sales Management (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college and [2520:101 or 6600:205]. 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.

6600:485 Professional Insights: IMC (1 Credit)
Prerequisites: Junior standing or higher and admission into a 4 year degree granting college. 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.)

6600:486 Internship in Marketing (3 Credits)
Prerequisites: Must be admitted to a 4-year degree granting major and 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.

6600:487 Internship in Sales Management (3 Credits)
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.

6600:488 Internship in Integrated Marketing Communications (3 Credits)
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.

6600:491 Professional Workshops in Marketing (1-3 Credits)
Prerequisites: Sophomore status and be admitted to a 4 year degree granting college. 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.)

6600:493 Professional Insights: Marketing Management (1 Credit)
Prerequisites: Junior standing or higher and admission into a 4 year degree program. 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.

6600:494 Professional Insights: Marketing Management (1 Credit)
Prerequisites: Junior status and be admitted into a four year degree granting college. 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.

6600:495 Professional Insights: IMC (1 Credit)
Prerequisites: Junior status and be admitted into a four year degree granting program. 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.

6600:496 Special Topics: Marketing (1-3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college and 6600:205. (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.
6600:499 Marketing Capstone Project (3 Credits)
Prerequisites: Must be admitted to a major in a four-year, degree granting college and for all Marketing majors: 6600:275, 6600:335, 6600:355, 6600:375. PLUS for Sales Management majors: 6600:475, 6600:480; For IMC majors: 6600:432, 6600:438; For Marketing Management majors: 6600:440, 6600:460. Student teams comprised of members from each marketing major will refine a live Client marketing strategy (product, price, distribution and promotion) and develop complementary integrated marketing communication and sales force plans.