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 Administration 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 CBA advisor to determine the specific requirements for the double major or minor of your choice.

- Database Marketing, Minor (https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/database-marketing-minor)
- Integrated Marketing Communications, BBA (https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/integrated-marketing-communications-bs)
- International Business, Minor (https://bulletin.uakron.edu/undergraduate/colleges-programs/business-administration/marketing/international-business-minor)
- Marketing Management, 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)

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.
Gen Ed: Tier 3 - Critical Thinking

6600:336 Marketing Research Lab (1 Credit)
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.

6600:436 e-Commerce (3 Credits)
Prerequisites: Admission to a major in a four-year degree granting
college and 6600:205. This course explores the growing role of E-
commerce in firm's marketing mix and the complementary roles that
customer relationship management and direct marketing play in this new
environment.

6600:438 Media Strategy (3 Credits)
Prerequisites: Must be admitted to a major in a four-year, degree granting
college, 6600:205, and 6600:432. A message delivery course that teaches
students to develop, schedule and budget effective media plans that
integrate different type of media (television, radio, print, direct mail, social
media and the Internet) to maximize IMC effectiveness.

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.

6600:486 Internship in Marketing 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.

6600:487 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: Junior 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. (May be repeated for up to six credits.)
6600:493 Professional Insights: Sales 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.