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: [6500:221 or 6500:304] and 6600:205. 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. Buyer Behavior. (3 Credits)
Prerequisite: 6600:205. 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 major in a four-year degree granting college, 6600:205, 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 major in a four-year degree granting college and 6600:205. 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: Senior status and be admitted into the College of Business Administration. 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.

6600:494. Professional Insights: Marketing Management. (1 Credit)
Prerequisites: Senior status and be admitted into the College of Business Administration. 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: Senior status and be admitted into the College of Business Administration. 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.