

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)