

MARKETING (MKTC)

MKTC 300 Principles of Marketing

Marketing orientation and concepts applied to marketing strategies and planning, pricing, product development and management, promotion and channels of distribution. Emphasis is on ethics in marketing practice and on global marketing. 3 credits.

MKTC 301 Fundamentals of Marketing

Develop an understanding of marketing fundamentals. Fundamentals of Marketing helps you understand what marketing is and how it fits into our lives and economy. 1.5 credits.

MKTC 305 Fundamentals of Consumer Behavior

Demonstrate an understanding of consumer behavior fundamentals (e.g., demographics and purchasing behavior) and promotional practices. The Fundamentals of Consumer Behavior competency gives you a basic understanding of what motivates and influences purchasing behavior, the role of demographics as well as promotional practices that trigger behavior. 1.5 credits.

MKTC 310 Marketing Research Analysis

This course examines the methods of collecting and interpreting marketing information and specific applications to problems in marketing. Design and implementation of a marketing research plan, and its role in decision making are emphasized. 3 credits.

MKTC 318 Consumer Behavior

This course explores behavioral factors (such as perception, cognition, attitude, reference group and decision theories) affecting consumer decisions concerning purchase of products and services. In particular, emphasis is placed on the analysis of buyer behavior and marketing strategy development. 3 credits.

MKTC 320 Consumer Behavior

The Consumer Behavior competency presents the buying process of consumers, the steps they go through in making a purchase decision which should be repeated. You will learn and practice the complexities of decision making that consumers need to go through for effective marketing. 1.5 credits.

MKTC 325 Segmentation, Targeting, and Positioning

Successful marketing is dependent on marketers identifying and selecting the buyers that are most likely to buy their products and services; if effective segmenting, targeting and positioning aren't done, companies will fail and inappropriately use their time, money, equipment, and other resources. Marketers must determine how their products and services should be remembered through the process of positioning. There are many influences that are involved, and you will practice these all-important tactics. 1.5 credits.

MKTC 410 Global Marketing

For many years, marketing managers were only concerned with learning the intricacies of marketing in a domestic environment. They had to determine if a customer in Texas bought and consumed products differently than a consumer in Maine. Today, the marketplace is global. For companies to continue to grow, marketing teams must learn to tackle the global marketplace. When a company thinks globally, it takes advantage of overseas opportunities to increase its market share and customer base. In this competency, you will learn how to evaluate and deploy effective strategies in the global Markets. 1.5 credits.

MKTC 415 Marketing Ethics

Marketing ethics are the internal and external guide to marketing properly and being accepted by suppliers, competition, customers, and all those in other global marketplaces. Completing this competency will provide you with a respect of marketing ethics and a recognition of their value and importance when properly being implemented. 1.5 credits.

MKTC 420 Pricing and Methods

Price is critical in the eyes and mind of the buyer. This competency investigates the strategies and tactics of pricing along with determining the relevant components of a price, what the price means to both buyers and the company. You will also practice pricing a product ready for the global marketplace. 1.5 credits.

MKTC 422 Marketing Strategy

Prerequisites: MKTC 310 and MKTC 318.

This course will develop the student's ability to think strategically about marketing problems and potential solutions. To achieve this goal, the course focuses on the marketing process as the basic framework for integrating and coordinating marketing decisions. Specifically, you will develop skills in establishing and evaluating marketing opportunities, and developing marketing strategies, and programs so that you will be better prepared to tackle the marketing problems you will encounter in your profession. As part of the course requirements, you will conduct environmental, competitive, and customer analyses to develop marketing strategies and programs. 3 credits.

MKTC 425 Marketing Planning

The objective of this competency is to address and identify the components and strategies of marketing planning ending in a marketing plan for management's implementation. Basic principles of marketing, planning, decision-making, marketing research, and analysis that should be used by management in and throughout business operations are presented and practiced. This competency takes students deeply into the tasks, strategies, and skills of effective marketing planning for sought after results. Materials and interactive activities guide students through theory to relevant practice and strategic processes of marketing. Goal setting is stressed as the ultimate guide of marketing planning. By the end of this competency, you will be able to determine strategies and tactics of marketing to work with and make decisions on how to manipulate marketing's variables effectively to achieve their desired future. You will gain a greater understanding of the complex issues facing today's and the future's marketing leaders while serving corporate management and the customer. 1.5 credits.

MKTC 430 New Product Development

This course introduces and applies an integrated view of the process of designing, developing and launching new products. Aligning business strategy with product design, linking product development and product launch strategies, and competitive placement of new products are explored. 3 credits.

MKTC 440 Branding and Packaging Decisions

This competency focuses on one of the most valuable assets a company can own: its brand. You will learn the components that help to create, manage, and protect brand equity. You will learn about positioning and branding strategies, as well as how to distinguish between brand extension and brand equity. Finally, you will learn what it takes to build a brand through the utilization of product packaging, labeling strategies, and positioning techniques. Having an understanding of your company's brand and how to best protect it will help you to develop and grow the value of your brand. 1 credit.

MKTC 445 Integrated Marketing Communications and Promotions

In this competency, you will learn how integrated marketing communications and coordinated promotions are leveraging the evolving media landscape to reach target markets using various metrics and tracking techniques. You will also learn how these new tactics differ from traditional integrated marketing communication channels and strategies. Finally you will learn how to understand demographic trends, which will improve how you reach your target customers and determine which channel—such as blogging, e-blasts, or social media—is the most effective and appropriate way to optimize communication with your customers. 1 credit.

MKTC 450 Advertising, Public Relations, Direct Marketing, and Sales Promotion

Develop an understanding of advertising, public relations, direct marketing, and sales promotion. This competency looks into the key concepts related to designing and executing an advertising campaign. You will learn how advertising media, sales promotions, and the use of a Public Relations (PR) tool kit, along with Direct Marketing techniques, contribute to generating successful sales and increasing revenue. Finally, you will learn how to effectively utilize advertising, PR campaigns, and sponsorships, as well as how to successfully navigate both good and bad publicity. Knowing what each part of your organization's advertising and promotional departments do will enable you to work smarter while coordinating with them and to better support your organization's customer outreach effort. 1 credit.

MKTC 460 Advanced Content Creation

This course explores advanced techniques for creating compelling digital content and crafting resonating narratives across platforms. Students will learn to develop multimedia content, leverage content management systems (CMS), and design editorial strategies to build strong brand identities and drive customer engagement. The course emphasizes data-driven decision-making, including A/B testing and performance analytics. This course explores innovative technologies such as AI (Artificial Intelligence) and AR (Augmented Reality) /VR (Virtual Reality) to enhance storytelling and optimize content strategies. 3 credits.

MKTC 465 Business-to-Business Marketing

Students will develop an understanding of business-to-business (B2B) marketing. "Business-to-business transactions" occur between companies, rather than between companies and consumers. The term "B2B" may also describe a company that provides goods or services for another company. The biggest challenges in business-to-business marketing are truly understanding the business customer's needs and effectively communicating the value of the products or services being offered to the customer. In this course, you will learn how businesses engaged in B2B transactions develop and deploy effective marketing plans. 3 credits.

MKTC 470 Middlemen and Multichannel Marketing

Students will learn and apply principles of multichannel marketing. Middlemen include wholesalers, retailers, agents, and brokers. The main objective of marketing is to create valuable exchanges between consumers and producers. Middlemen, also referred to as "intermediaries," play a vital part in ensuring that the distribution channel between the producer and the consumer is complete. The more intermediaries in the supply chain, the higher the distribution channel. The higher the distribution channel, the larger the potential market share could be. 3 credits.

MKTC 605 Marketing Management

This course introduces marketing strategy, providing students with an overview of the role of marketing within specific companies and society. The course will provide students with the fundamental, conceptual and analytical tools essential for a comprehensive understanding of marketing. 3 credits.

MKTC 624 Seminar in Marketing Research

This course focuses on how marketing professionals identify and understand the preferences, attitudes, and behaviors of consumers in a market-based economy. Students will learn, in a seminar format, how to identify, collect, analyze, and share data to inform marketing decision-making. 3 credits.

MKTC 635 Seminar in Advertising and Promotion

This course introduces current processes and practices of advertising and promotion. The course focuses on the role of advertising and promotion in the marketing mix and the critical role advertising plays in marketing success. 3 credits.