

MARKETING (MKTU)

MKTU 301 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.

MKTU 310 Marketing Research

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

MKTU 320 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.

MKTU 360 Digital Marketing Essentials

This course offers a comprehensive overview of digital marketing, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), email marketing, content marketing, social media, and data analytics. Students will learn to use emerging technologies to optimize strategies, align marketing efforts with business goals, measure performance, and innovate using cutting-edge tools. 3 credits.

MKTU 361 Social Media Strategy

This course centers on strategic social media management and content creation. Students will learn to develop platform-specific strategies, manage paid campaigns, and analyze performance metrics to engage audiences effectively. By the end of the course, students will be equipped to craft compelling social media narratives and implement data-driven strategies to enhance brand presence across various platforms. 3 credits.

MKTU 362 Digital Marketing Ethics

This course examines the ethical and legal responsibilities of digital marketers, with a focus on consumer data privacy, transparency, and regulatory compliance. By the end of the course, students will be able to critically assess ethical challenges in digital marketing and implement responsible marketing strategies that support both business goals and consumer rights. 3 credits.

MKTU 420 Marketing Strategy

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, students will develop skills in establishing and evaluating marketing opportunities, and developing marketing strategies, and programs to be better prepared to tackle the marketing problems encountered in the professional environment. As part of the course requirements, students will conduct environmental, competitive, and customer analyses to develop marketing strategies and programs. 3 credits.

MKTU 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.

MKTU 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.

MKTU 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.

MKTU 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.

MKTU 630 Seminar in New Product Development

New products and services are critical to successful growth and increased profits in many industries. If the product provides customers with highly valued benefits, that product will be profitable. Identifying customer perceived needs, and developing them into product concepts helps to build and manage products and brands. Competitive and segment analysis, idea generation and product launch are topics covered in this course. 3 credits.

MKTU 635 Seminar in Advertising and Promotion

This course provides an introduction to 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.

MKTU 640 Seminar in International Marketing

Students will be introduced to global marketing environment concepts and theories that are required in order to analyze the global market and to develop global marketing strategies. The impact of such global influences as ethics, sociology, and culture will be evaluated as they pertain to international marketing activities. 3 credits.