

MARKETING (MKT)

MKT-232 PERSONAL BRANDING STRATEGIES (3 Credits)

This course takes a proactive posture towards Name, Image, and Likeness as a highly relevant subject in both sport management and marketing. COSMA (Commission on Sport Management Accreditation) considers "Excellence in sport management education requires that the design of each program offered by the academic unit/sport management program be consistent with current, acceptable practices and the expectations of professionals in the academic and sport management communities." This highly relevant area of NIL serves that specific purpose in both sport management and marketing.

Prerequisite: None

MKT-251 PRINCIPLES OF MARKETING (3 Credits)

An introduction to marketing centered on the areas of product, pricing, distribution, and promotion with specific application to market orientation and the marketing function.

Prerequisite: None

MKT-252 INTRODUCTION TO MARKETING (3 Credits)

An introduction to basic marketing principles focused on traditional marketing applications in decision-making and the marketing function. Emphasis is placed on marketing consumer and industrial goals as well as analysis of marketing functions and institutions. Marketing appropriate for 21st-century business environments will also be included, to include the influence of social media on principles and applications of marketing strategies.

Prerequisite: None

MKT-342 DIGITAL MARKETING (3 Credits)

This course will give students both theoretical knowledge of the internet as a marketplace and practical experience with the digital marketing function. Students will run ad budget management simulations, learn about analytics and develop digital marketing strategies. By the end of the course, students will be able to contribute to a company's online presence and improve its digital marketing strategies, while critically examining the digital marketing landscape through a Christian worldview. Course topics will include web analytics, SEO, SEM, online advertising, email marketing and other digital marketing core competencies.

Prerequisite: None

MKT-350 MARKETING MANAGEMENT (3 Credits)

A systematic assessment of marketing strategies and plans, and the roles, responsibilities and tools of the marketing manager to develop, deploy and execute them. Application to cases, articles and current market dynamics will be leveraged.

Prerequisite: MKT-251

MKT-351 FUND OF APPL MARKETING MGMT (3 Credits)

This course focuses on the application of marketing principles for the 21st-century organizations with a focus on the traditional areas of product, pricing, distribution and promotion but also the ways in which technology and globalization have changed the marketing landscape for managers.

Prerequisite: None

MKT-352 MARKETING RESEARCH (3 Credits)

An analysis of research methodology, including both quantitative and qualitative traditions of inquiry and the skills needed to conduct market research and resolve marketing related problems. Emphasis will be placed on the mechanics of basic market research.

Prerequisite: BUS-211 or MAT-151 and MKT-251

MKT-353 MARKETING COMMUNICATIONS (3 Credits)

An integrated study of the strategy and methods of advertising campaigns, including print, radio, television, Internet, direct mail, public relations and viral marketing. This course provides "hands-on" practice working with real clients and businesses, emphasizing message elements, primary research, the creative process, copyrighting and pitching ideas in oral presentations.

Prerequisite: Take MKT-251 or COM-215

MKT-355 RETAILING (3 Credits)

A study of topics related to retail businesses. Topics include management methods, location analysis, store organization, personnel planning, merchandising, buying and pricing techniques, identifying target markets, public relations, and cost management.

Prerequisite: MKT-251

MKT-357 CONSUMER BEHAVIOR (3 Credits)

Develops awareness of various aspects of consumer motivation and behavior. Provides understanding of influences of business and environment and how each will affect consumer purchase decisions.

Prerequisite: MKT-251

MKT-358 SALES MANAGEMENT (3 Credits)

Analyzes development and administration of the sales effort within the marketing organization. Included will be an assessment of the administrative functions required to manage the sales function as well as personal skills needed to function in a sales environment.

Prerequisite: MKT-251

MKT-359 INTERNATIONAL MARKETNG (3 Credits)

A study of global markets within the context of general, regional and country-specific environmental forces, including managerial challenges of implementing international marketing strategies. Emphasis is on environmental analysis, international marketing strategies, and current international marketing issues, including the challenges of standardization, adaptation, marketing laws and ethical considerations and practices.

Prerequisite: MKT-251

MKT-362 SPORT MARKETING AND SALES (3 Credits)

Marketing mix and its connection to the strategic plan of the organization; identification and critique of the major marketing strategies in sport, preparing local economic analysis necessary to develop a sales program strategy, creating a program of incentives for sales personnel. Practical field experience is included.

Prerequisite: MKT-251, MGT-215

MKT-380 INTERNSHIP (1-6 Credits)

This course is aimed at practical work experience in a business setting. Students will have opportunities to apply classroom knowledge to business world situations in marketing.

Prerequisite: Junior or Senior status required

MKT-452 NEW PRODUCTS, SVCS AND MARKETS (3 Credits)

An in-depth view of marketing strategies and how they are employed to identify and resolve today's marketing problems, including ethical considerations. Emphasis is on case analysis, concepts applications based on identifiable controllable and uncontrollable forces, the integration and synergy of marketing programs.

Prerequisite: MGT-231 and MKT-251, Junior or Senior status required

MKT-470 DIRECTED READINGS (1-3 Credits)

Prerequisite: None

MKT-480 ADVANCED TOPICS (3 Credits)

Prerequisite: None

MKT-490 INDEPENDENT STUDY (1-3 Credits)

Prerequisite: None

MKT-515 STRATEGIC MARKETING MANAGEMENT (3 Credits)

An introduction to marketing management concepts, including the theory of service dominant logic, brand and product management, customer relationship management strategy, marketing leadership and decision making.

Prerequisite: None

MKT-517 MARKETING ETHICS (3 Credits)

Students will have the opportunity to wrestle through hot button issues in marketing, analyze complex situations with data privacy, customer security, phishing, etc., with an intentional Christian worldview focus.

Prerequisite: None

MKT-520 PROFESSIONAL SALES MGMT (3 Credits)

Students will explore the sales funnel concept, and learn about needs analysis tools, and practice sales skills, such as pitching and presenting, active listening, and effective communication.

Prerequisite: None

MKT-522 DIGITAL MARKETING (3 Credits)

Exploration and application of the digital marketing arena, including SEO/SEM, website design & management, email marketing, customer journey & retargeting, social media marketing, certification & simulation.

Prerequisite: None

MKT-611 MARKETING ANALYTICS (3 Credits)

Critical knowledge and application regarding marketing data analytics. Topics include cleaning data integration, cluster analysis, A/B testing, budgeting decisions, and report analysis.

Prerequisite: MKT-613

MKT-613 CONSUMER BEHAVIOR (3 Credits)

A hands-on approach to understanding the individual decision-making model using a student simulation. Exposure to the process of influencing purchase decisions, conducting focus groups, retooling marketing for a new target market, developing personality trait quizzes, and building buyer personas while aligning spending and resources to the decision-making model.

Prerequisite: MKT-522

MKT-625 STRATEGIC MARKETING APPLIED (3 Credits)

A capstone designed for students to synthesize information received throughout the marketing program, create a plan for applying best practices in their workplace or area of interest, and develop a relevant project or implementation plan. Emphasis will be placed on integration of theory and practice and application of biblical principles of leadership and ethics to the marketing industry.

Prerequisite: None

MKT-651 MARKETING STRATEGIES (3 Credits)

A case-method course using real marketing issues as a means to learn how to synthesize marketing fundamentals into effective and practical solutions.

Prerequisite: None