

# Marketing (MRKT) Courses

## **MRKT1001 Principles of Marketing**

This is an introductory course in the study of marketing with an emphasis on marketing theory and basic marketing principles and practices. Topics include introduction of the marketing mix: price, product, promotion and place; knowing your customer; services marketing; socially responsible marketing; and ethics, plus the importance of marketing in the domestic and global economies in both profit and nonprofit organizations. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT1002 Consumer Behavior**

The purpose of this course is to introduce the student to the various facets of consumer behavior, including the decision making process, problems, needs and goals, the consumer's search for information, and the evaluation of the purchase decision.

Prerequisite(s): MRKT1001. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT1011 Principles of Professional Selling**

This course is a hybrid of theory and training. Students learn about buying processes and personalities, and how to target, prospect, approach and interview customers in order to determine unmet needs and potential opportunities. Consultative selling replaces the outdated transactional approach to selling. Students learn through role-plays and skills-based training to build relationships with customers and other business partners in a relationship-oriented world.

Offered at Charlotte, North Miami, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT2050 Marketing Research**

This course provides a broad overview of marketing research methods and the marketing research industry. Covering both qualitative and quantitative research techniques, the course familiarizes students with the appropriate uses and limitations of marketing research. This course increases student understanding of various marketing research techniques, gaining insights into data-driven decision making.

Prerequisite(s): MRKT1002, sophomore status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3002 Brand Design**

This is an advanced course with an emphasis on corporate brand identity development. The course sequence focuses on the development of research, strategy and design, in particular the areas of organization, culture and identity. Students study how complex organizations are defined by their public identities, and how those identities can be strategized and designed with the goal of applying the concepts to a client-based project. Topics include a five-step brand identity process and a showcase of best practices. Project-based activity includes brand research, logo development, product packaging, marketing and advertising collateral, web branding, and broadcast advertising development as applicable to client need.

Prerequisite(s): ADVC1010 or MRKT2050 or MRKT3005, junior status. (OL)

Offered at Charlotte, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3005 Brand Marketing**

This course examines the role of a brand as an asset to an organization and the advantages of creating strong brands. Emphasis is placed on the creation, measurement and strategic applications of brand equity. Topics covered include choosing brand elements, designing supporting marketing programs, leveraging secondary associations, building brand portfolios, and adjusting brand strategy over time and geographic boundaries. Particular emphasis is placed on the role of promotional mix elements in the communication of brand equity.

Prerequisite(s): MRKT1001. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3011 Data-Driven Marketing**

This course is designed to give students an understanding of the elements of data-driven marketing as an integrated part of a total marketing program. Upon completion of this course, students should have an understanding of databases, data-driven marketing, email marketing, social media advertising, direct mail, catalog marketing and other forms of electronic media as they are used in data-driven marketing programs.

Prerequisite(s): MRKT1001, sophomore status. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3020 Product Development**

This course examines the role of product development as a function of an integrated marketing system. Students explore the synergy of design and technology to create consumer value. Topics include innovation, concept generation, global sourcing and manufacturing processes.

Prerequisite(s): MRKT1001, MRKT1002. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3025 Business-to-Business Marketing**

This course is a study of the development and maintenance of relationships in the business-to-business marketing channel. Special emphasis is on understanding various forms and appropriate uses of power in the channel. Topics also include the marketing of services as well as tangible goods in the business-to-business channel.

Prerequisite(s): MRKT1001 or HOSP3050, junior status.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3045 Social Media Marketing**

This course focuses on the strategic use of current and future social media platforms. Students develop a social media marketing plan using the major social media platforms and user-generated content tools for business. Students explore the use of social media for creating personal and professional branding goals with measured results. Students are expected to have a basic understanding of various online and offline marketing strategies.

Prerequisite(s): MRKT1001, sophomore status. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3050 Techniques in Sales Management**

This course introduces students to the selling profession and process from the perspective of the sales manager, a role that relates to marketing communication and marketing strategy. Students explore the client needs assessment, consultative problem solving, and win-win negotiation strategies that enhance internal and external customer relationships. In addition to selling knowledge and skills, students gain an understanding of the roles and responsibilities of the sales manager. Important responsibilities such as territory management, account management, leadership, influence, motivation, recruiting, selection, training, compensation, forecasting and budgeting are addressed.

Prerequisite(s): ENG1030, (MGMT1001 or MGH1000 or MRKT1001), junior status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **MRKT3055 Survey Research**

This course provides an overview of contemporary topics in quantitative research such as competitive intelligence, survey design and scale measurement. Students utilize current technology and software tools to create, distribute, analyze and interpret quantitative data. Students gain an understanding of modern market research techniques used to make sound business decisions.

Prerequisite(s): MRKT2050, MATH2001, junior status.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE  
4.5 Quarter Credit Hours

**MRKT3084 Customer Care Strategies**

This course is designed to change student perceptions of customer service. Students compare and contrast "minimum standards" with surpassing the customer's expectations of value. Students learn to focus their creativity and energy on developing attitudes and using systems that will increase customer satisfaction and lead to customer referral. Students learn about the systems and technology that drive the best organizations, at all levels, at any stage of customer relations.

Offered at Providence, Providence CE

4.5 Quarter Credit Hours

**MRKT3085 Marketing Analytics**

This course is designed to teach students how to read and analyze marketing dashboards, which provide key insights about consumers that align with organizational objectives. Students compare and contrast different types of marketing metrics categories. Students learn how to understand brand loyalty from the customer's data profile. Students gain experience with dashboard systems, which better prepares them for positions in the world of big data and the marketing analytics field.

Prerequisite(s): MRKT1001, junior status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE

4.5 Quarter Credit Hours

**MRKT3150 Special Topics in Marketing**

This course is a study of selected current topics in the field of marketing. The course helps students understand how marketing impacts and is part of consumers, business and society. Emphasis is on exploring current literature, advanced problems and research tools applicable to the chosen topic. Focus is on a different area, issue or theme each year, depending on student interest. The topic area may not be usually found in the conventional classroom course. The description for each topic is noted in each of the specific course outlines.

Prerequisite(s): ADVC1010, junior status. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE

4.5 Quarter Credit Hours

**MRKT3210 Sustainable Entrepreneurship in Africa**

This course is the preliminary classroom portion of a study abroad program. Students collaborate with marine-based micro-enterprises from Tanzania and the Zanzibar Archipelago to come up with strategies to protect ecological and environmental resources, create self-reliance, and develop international markets for nature-based products to improve the well-being of coastal communities. Projects focus on small businesses such as sustainable dolphin tourism, pearl farming, shellcraft jewelry production, artisan craftsmanship and textiles. Student projects draw attention to the role of marketing in coastal livelihood development, which is important to policy makers, academics and coastal managers as climate change alters the coastal environment of Tanzania.

Prerequisite(s): 2.75 cumulative GPA, sophomore status.

Offered at Charlotte, Denver, North Miami, Providence

4.5 Quarter Credit Hours

**MRKT3220 Marketing in an International Context**

This course is part of a short-term summer study abroad program. Students are placed in an international context in which they can gain firsthand knowledge of how small businesses, government entities and nongovernmental organizations (NGOs) collaborate to promote sustainable entrepreneurship in Africa. The course includes industry tours, cultural excursions and student collaboration with small business clients to develop international markets and online presence for nature-based products and for ecotourism opportunities. Students begin with classroom project work, conduct a field study tour in Tanzania and Zanzibar, and present recommendations to project stakeholders abroad. The trip culminates with a safari experience. Students are required to produce a written international marketing plan, social and digital media, and a professional presentation, as well as maintain a portfolio of individual work.

Prerequisite(s): Sophomore status, acceptance into Study Abroad Program.

Offered at Charlotte, Denver, North Miami, Providence

4.5 Quarter Credit Hours

**MRKT4030 International Marketing**

This course deals with various differences in cultural, economic and legal factors as they relate to the marketing process. This is a systematic treatment of marketing on a global scale, extending basic principles into foreign marketing requirements.

Prerequisite(s): MRKT1001, junior status. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE

4.5 Quarter Credit Hours

**MRKT4055 Strategic Marketing**

This capstone course aids students in developing the skills essential to anticipating and responding to the changing needs of customers and markets in the global economy and culture. The course explores marketing strategy using a combination of texts, readings, visiting speakers, websites, cases, a marketing simulation and field assignments. It is recommended that students complete all related professional studies courses before attempting this capstone course.

Prerequisite(s): MRKT1002, MRKT2050, MRKT3005 or ADVC2001, senior status. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE

4.5 Quarter Credit Hours

**MRKT5220 Marketing in an International Context**

This course is taught as part of a short-term summer study abroad program. The purpose of this course is to place students in an international context in which they can gain firsthand knowledge of how small businesses, government entities and nongovernmental organizations (NGOs) collaborate to promote sustainable entrepreneurship in Africa. The course includes industry tours, cultural excursions and student collaboration with small business clients to develop international markets and online presence for nature-based products and ecotourism opportunities. Students begin with project work comparing different sustainable economic development and ecotourism models around the globe, conduct a field study tour in Tanzania and Zanzibar, and present recommendations to project stakeholders abroad. In addition, the trip culminates with a safari experience. Students are required to produce a written international marketing plan, social and digital media, and professional presentation, as well as maintain a portfolio of individual work.

Prerequisite(s): ECON5000.

Offered at Providence

3 Semester Credits

**MRKT5500 Strategic Marketing**

This course is designed for students who can apply skills and knowledge gained through previous courses or experience. The course emphasizes issues of setting a viable marketing strategy through segmentation, targeting and positioning in today's competitive global marketplace. Through case studies, course readings, lecture and student presentation opportunities, students address a wide range of marketing problems, many of which involve strategy. Additionally, through the cases and readings, students are exposed to a broad spectrum of marketing environments such as products and services or consumer markets versus business markets. The role of Brand Management in today's competitive environment is presented.

Prerequisite(s): RSCH5700. (HY) (OL)

Offered at Denver, North Miami, Online, Providence

3 Semester Credits

**MRKT6010 Advertising and Promotional Strategies**

This course is focused on researching the marketplace, forecasting, planning, problem-solving and decision-making as they apply to promotional activities. Students investigate the various areas of promotion, learn the skills necessary to work with an outside agency or an internal department, and analyze the major components of personal selling, advertising, sales promotion and public relations. Topics discussed include advertising objectives, budget, media strategies, client-agency relationships and measuring advertising effectiveness.

Prerequisite(s): MRKT5500, RSCH5700. (HY)

Offered at Providence

3 Semester Credits

**MRKT6035 Brand Management**

This advanced marketing course focuses on the role of brand management in organizations, both large and small. A key component of this course is the historical development and current evolution of brands. The role of technology is explored. Current issues in brand management are an integral part of this course.

Prerequisite(s): MRKT5500, RSCH5700. (HY)

Offered at Providence

3 Semester Credits

**MRKT6543 Social Media & Internet Marketing**

This course provides students with a broad view of the evolution of social media and internet marketing. Social media and internet marketing integration into a communication strategy are presented for both for-profit and nonprofit organizations. Students are challenged to execute social media and internet advertising and measure the results. Analyses of research include qualitative and quantitative examination. Students are expected to have a solid understanding of the traditional marketing mix and a working understanding of social media and internet advertising.

Prerequisite(s): MRKT5500. (HY) (OL)

Offered at Denver, North Miami, Online, Providence

3 Semester Credits

**MRKT7100 Problems and Methods in Marketing Management**

This course provides students the opportunity to evaluate and create marketing strategies within the context of business strategy. Assets, core competencies, the value proposition, product-market investment strategies, and interdependent functional strategies (e.g., HR, operations) create the competitive strategy that informs marketing strategies for products and brands. Students learn the theories of the field including both key seminal literature and current published research. Students explore problem-solving techniques for practical application through cases and modeling techniques, and study current developments in marketing from both academic and practitioner perspectives. (OL)

Offered at Online

3 Semester Credits