

MARKETING (MAR)

MAR 301 Principles of Marketing 4 credits

This course provides an introduction to the study of marketing in business and other organizations. Topics that will be addressed in this course include the marketing environment, marketing ethics, information gathering, product development, pricing strategies, distribution strategies, the promotional mix, decision making, nonprofit marketing, social marketing and international marketing.

MAR 312 Consumer Behavior 4 credits

This course addresses the theoretical background for understanding consumer behavior. This course will examine the interaction between the environment, consumer's affect and cognition and a consumer's ultimate behavior. Various theories and perspectives on consumer motivation, attitude formation, information processing, and decision-making will be discussed throughout this course.

MAR 313 Advertising and Promotions 4 credits

This course is designed to provide students with a basic understanding of integrated marketing communications through advertising, promotions, personal selling, public relations and internet marketing. Ethical issues related to these topics will be examined and trends in consumer and business-to-business buyer behaviors will be explored. (Prerequisite: MAR 301)

MAR 413 Marketing Research 4 credits

This course will teach some of the fundamental tools needed to analyze the behavior and attitudes of all types of consumers. Students will acquire an overview of scientific methods and the research process. Skills learned will include learning how to identify problems, formulate problem definitions, define research objectives, choose and develop the research design, analyze data, and write up and present a report. Students will be taught several research techniques including survey, observation, focus groups, in-depth interviews, projective techniques, experimentation, and secondary data analysis. This course is for seniors only. (Prerequisites: MAR 301)

MAR 414 Marketing Strategy 4 credits

This is the senior marketing capstone course. In the class we will discuss how marketing strategy, tactics, theory and practice are integrated. Students will learn to apply strategic thinking through case analysis and through class facilitation and frequent participation. (Prerequisite: MAR 301 and MAR 413)

MAR 470 Digital Marketing 2 credits

This course will focus on the latest tactics and techniques used by companies in online marketing. Online, digital, social media, and e-commerce, search engine, and mobile marketing are all growing aspects of integrated marketing campaigns. Students will learn the fundamental elements of effective online marketing and will prepare marketing plans that incorporate these new tactics. (Prerequisite or Corequisite: MAR 301 and Junior standing)

MAR 471 Global Marketing 2 credits

This course examines the complexities of international marketing. The scope and nature of international and global marketing operations are introduced. The influence of culture on global marketing is explored. The traditional elements of marketing, including price, product, promotion, distribution, and service are examined in the context of international markets. Students are asked to analyze what it takes to introduce a product into a foreign market. (Prerequisite: MAR 301)

MAR 488 Marketing Independent Study 1-4 credits

MAR 498 Marketing Internship 1-12 credits

MAR 500 Search Engine Optimization, Marketing, and Website 3 credits

This course evaluates Search Engine Optimization (SEO), marketing, and website utilization strategies and techniques. Students will develop an understanding of how search engines function and how to leverage SEO and marketing tactics to enhance online visibility, drive traffic, and maximize the effectiveness of websites as marketing assets. The course also addresses designing and optimizing websites for usability, accessibility, and mobile-friendliness, focusing on enhancing conversion rates and user engagement. In addition to gaining technical skills, students will develop analytical and strategic thinking abilities by learning to track website performance metrics, such as organic traffic, keyword rankings, conversion rates, and bounce rates, using tools and software platforms.

MAR 525 Audience Analytics and User Experience 3 credits

This course utilizes data-driven insights to optimize digital platforms and enhance user engagement. Students will examine the principles of audience analytics and UX design. Applications will include using demographic, psychographic, and behavioral data to identify distinct audience segments and tailor digital experiences, as well as exploring UX design principles and their impact on usability and satisfaction. Students will be equipped to create engaging digital experiences and drive measurable business outcomes.

MAR 550 Social Media and Online Marketing 3 credits

This course explores how businesses leverage digital platforms to build awareness, engage audiences, and drive conversions. In addition to providing an overview of social media platforms and their role in the modern marketing ecosystem, this course will emphasize the unique characteristics of each platform for tailoring marketing strategies to target specific audiences effectively. Students will learn how to develop compelling content through multimedia formats and maximize organic reach. The course also covers key components of an effective online strategy, including email marketing, search engine marketing (SEM), and influencers.

MAR 575 Storytelling and Branding 3 credits

This course melds the art and science of storytelling as a strategic tool for marketing. Students will explore how effective storytelling can shape brand identity, engage audiences, and create meaningful connections in the marketplace. Students will examine strategies for maintaining brand integrity and ensuring brand narratives align with organizational mission, values, and promises.