

# MARKETING MANAGEMENT (MKM)

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## **MKM 355 Digital Brand Storytelling 3 credits**

This course equips students with skills to create compelling narratives that resonate with target audiences on various digital platforms. Students will learn to use data-driven insights, analytics tools, and ethical considerations to measure and optimize the effectiveness of brand storytelling. Additionally, students will develop skills to create engaging visual content and ultimately present a comprehensive digital brand storytelling strategy for a real-world brand or organization.

## **MKM 360 International Marketing 4 credits**

Today the economy is global and it is necessary to understand other world stakeholders and how business is ethically implemented worldwide. This course focuses on contemporary issues marketing across national borders, marketing within foreign countries and collaborating within global markets. Areas of focus include identifying marketing-based international business opportunities within the context of cultural, social, economic and governmental factors that may influence buyer behavior and ultimately determine market strategy. Students will create international marketing plans to market products to other countries.

## **MKM 365 Social Media Content Strategy 3 credits**

This course provides students with the knowledge and skills needed to develop effective social media content strategies that drive engagement and build brand awareness. Students will learn about the importance of social media content in building a brand's reputation and engaging with target audiences. They will explore the key components of an effective social media content strategy, including defining goals, identifying target audiences, developing content themes, and creating editorial calendars. Students will also learn to create engaging and effective social media content, utilizing various mediums such as posts, images, videos, and stories. The course will also cover how to use social media analytics tools to measure success and make data-driven decisions for improving engagement and reach.

## **MKM 386 Marketing Principles 4 credits**

Develop skills for effective integrated marketing and business strategy to create innovate and sustained competitive advantage in the digital economy. Learn to ethically apply these insights for business growth to advance strategy. Students explore international marketing perspectives emphasizing future trends while examining the current market environment and marketing strategy elements.

## **MKM 401 Understanding and Developing a Strategic Approach to Social Media 4 credits**

This course will teach the fundamentals of using social media and explore how it is changing business communications through integration into marketing, PR, customer service and sales functions. Students will explore the process of developing a social media marketing and communications strategy for a business or organization and creating a strategic plan to chart a course for implementing that strategy. The strategic process will be supported by research and measurement projects using social search tools, in addition to assessing client goals, expectations and resources. Students will receive an introduction to the most widely used social tools in preparation of their research. As part of this course, students will choose a client to work with developing a real world social strategy throughout the series of three courses (Strategy, Implementation and Measurement).

## **MKM 402 Implementing Social Media Plans and Processes 4 credits**

This course will explore the process of implementing a social media marketing and communications strategy utilizing a range of social media applications and platforms (including mobile). This process will include developing engagement approaches and creating content and social objects to populate channels for that engagement. Students will learn the fundamentals of building and optimizing a powerful presence in the most widely used social channels (Twitter, Facebook, LinkedIn, blogs, etc.) gaining real-world experience in this process by working with a client of their choice (this must also be the same client they developed a social media strategy in the prior course).

## **MKM 403 Monitoring and Measuring Social Media Communications 4 credits**

This course will explore the process of managing and measuring a social media strategy using a range of (paid and free) social search and measurement tools. This process will include learning more about the role of a Community Manager and understanding the practical applications of launching a social media initiative and integrating social media into an existing company infrastructure. Students will learn the fundamentals of social media monitoring and strategies for online reputation management and will be exposed to a range of social media case studies. They will also have an opportunity to present their own measurements when they report on the successes and struggles working with the client they selected for SMC 401 and 402 courses.

## **MKM 411 Applied Business Ethics 4 credits**

This course is designed to investigate the broad spectrum of personal, business and society ethical issues that managers/leaders encounter. As corporate America struggles to find its social and ethical identity in a business environment that grows increasingly complex, managers are confronted with exceedingly difficult challenges. These challenges include balancing their economic, legal, ethical, and social responsibilities to the variety of stakeholder groups in which they interact. This course provides the structure for students to explore their personal ethics and develop the framework for addressing tough ethical decisions in business and in marketing. Students will apply ethical frameworks to business problems.

## **MKM 431 Applied Accounting & Finance 4 credits**

In this course financial information is made easier to comprehend. It provides the foundation for basic principles and concepts that will make non-finance managers better equipped for service to the organization. Students will address financial assessment, budgeting and spending, global and ethical implications of financial decision-making, and financial prioritization for the present and the future. This course will provide the framework for the financials of market planning strategy including sales, new product development, return on investment, price and profit while offering the student an understanding of corporate reports and internal control.

## **MKM 440 Business Plan 3 credits**

Students will create their own business plan for a product of their choice. The goal of this course is to enable the student to become proficient in developing his or her own business plans.

**MKM 441 Marketing Strategy 4 credits**

This course combines the overall coursework students have learned throughout their program of study. Students analyze graduate-level case studies for developing and implementing strategies that are distinctive and sustainable. The students will explore market entry and strategy alternatives as well as the integration of marketing strategy within operations, finance, supply chain and corporate culture within a global economy. Collaboration and group work is essential as students determine markets to compete based on their organization's ability to create a competitive value proposition for the consumer.

**MKM 445 Customer Mapping for Digital Marketing 3 credits**

This course aims to equip students with the knowledge and skills to develop a comprehensive customer map that aligns with the digital marketing strategy of a business. Students will learn how to analyze customer data, identify customer needs and preferences, design customer journeys, and use customer insights to inform marketing decisions.

**MKM 450 Innovation and Systems Thinking 4 credits**

Learn the framework and techniques to systematize innovation taking advantage of emerging opportunities. Develop an understanding for how innovation affects the deployment of resources fulfilling customer desires. Examine the underlying dynamics, culture, and change within an organizational context and its interrelated systems. (Prerequisites: Minimum grade of C- in MKM 386)

**MKM 452 Integrated Promotional Strategy 4 credits**

Explore competencies in advertising, PR, sales promotion, and marketing through analyzing their strengths and weaknesses. Gain skills in strategy development and planning while concentrating on incorporating targets, timing, and message strategies with a U.S. and global perspective. Develop authentic communication skills to ethically advance organizational strategy. (Prerequisites: Minimum grade of C- in MKM 386)

**MKM 454 New Media Literacy and Social Media 4 credits**

Learn to analyze, develop, implement, and evaluate communication strategies in the new media landscape where traditional channels and online social media co-exist. Explore digital, mobile, and social media, how to build digital media marketing strategies and track their effectiveness to increase shareholder value. Consideration will also be given to ethical issues associated with online privacy and security. (Prerequisites: Minimum grade of C- in MKM 386)

**MKM 455 Artificial Intelligence in Marketing 3 credits**

This course introduces artificial intelligence (AI) and machine learning (ML) technologies and their applications in marketing. Topics covered include customer segmentation, personalization, and chatbots. Additionally, students will learn how to use AI and ML tools to automate marketing processes and predict customer behavior. Students will also examine ethical considerations of AI and ML in marketing, such as privacy concerns, bias, and transparency. Furthermore, students will explore case studies to understand the practical implementation of AI and ML technologies in marketing.

**MKM 456 Marketing Information and Analysis 4 credits**

Examine management interaction and leadership in the world's largest industry by identifying and addressing growth strategies. Develop key management concepts and techniques to support workplace efficiency and productivity to ethically drive the industry through winning customer experiences. (Prerequisites: Minimum grade of C- in MKM 386)

**MKM 460 Marketing Analytics 3 credits**

This course allows students to engage in statistical and data analysis techniques, advanced marketing analytics tools, and predictive modeling and machine learning techniques to draw insights from marketing data and make informed decisions that drive business growth. Students will develop and implement data-driven marketing strategies aligned with organizational goals, identify KPIs for marketing campaigns, and measure campaign effectiveness. They will also learn about ethical considerations related to data privacy and transparency in marketing analytics.

**MKM 480 Business Plan 4 credits**

This course spans the Marketing Management and Innovation program at Concordia University. It is presented as an independent study where students create their own business plan for a selected company, product, entity, or department approved by their faculty advisor. The goal of this course is to enable the student to become proficient in developing his or her own business plans.

**MKM 481 Digital Marketing Strategy Plan 4 credits**

This course is the culmination of the Digital Marketing major, bringing marketing principles, analytics, email and social media campaigns, as well as optimization skills together, to create an effective digital marketing strategy plan. This is the capstone course for the Digital Marketing major and is open only to seniors. (Prerequisites: MAR 301, MKM 456, DMCX 400, DMCX 425, and DMCX 300 or DMCX 350)

**MKM 488 Independent Study 1-4 credits****MKM 490 Business Strategy Plan 4 credits**

Examine the interaction between business and market strategy to create innovative and sustained competitive advantage. Explore the foundation, processes, outcomes, and state of market strategy within the general framework of the firm. Utilize skills to complete a business plan as the program's capstone. (Prerequisites: Minimum grade of C- in MKM 450, MKM 452, MKM 454, and MKM 456)

**MKM 498 Internship 1-12 credits**

The Marketing Internship provides the opportunity to gain knowledge through the experiential activities of organizational life. Joint cooperation with business, government, and non-profit institutions in structuring and monitoring work experience aimed at supplementing the marketing learning process. Opportunities are developed in consultation with the faculty advisor and department chair and require approval of both.