

MARKETING MANAGEMENT (MKM)

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 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 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 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 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 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 488 Independent Study 1-4 credits

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.