

MKT 300 – Marketing Metrics and Analysis

This course provides students with state-of-the-art contemporary demand and supply marketing metrics and analytic tools, such as marketing research, share of mind, margins and profits, product, sales force, and channel management, advertising media and web metrics to integrate marketing performance with the firm's strategic thrusts and corporate finances. Students are introduced to the case method as a model for critically analyzing situations and developing evidence-based, ethical decision-making skills using marketing theory and marketing metrics. (No transfer credit ruling).

Lect: 3 hrs.
Prerequisite: MKT 100 or HTM 302 or Direct Entry
Course Weight: 1.00
Billing Units: 1

MKT 400 – Understanding Consumers and the New Media

The online world is becoming more social and therefore more like the offline world. This shift has changed the nature of marketing from one-way mass communication to a conversation. This course uses social science theories to understand consumers and design effective marketing strategies with an emphasis on digital media applications. This theoretical course is fundamental to analyzing, interpreting, and understanding the personal, psychological, social, and economic aspects of the marketing environment. (No transfer credit ruling).

Lect: 3 hrs.
Prerequisite: MKT 300
Antirequisites: MKT 502, RMG 302
Course Weight: 1.00
Billing Units: 1

MKT 500 – Marketing Research

This course examines the role of marketing research in making strategic marketing decisions through the application and use of the scientific method and traditional quantitative and qualitative marketing research tools. Students hone their quantitative skills by developing a deeper understanding of the importance of large datasets, Web analytics and secondary analysis, and the role of financial and other marketing metric data in evidence-based and ethical decision-making. Group project work develops communication and teamwork skills. (No transfer credit ruling).

Lect: 3 hrs.
Prerequisite: MKT 300
Course Weight: 1.00
Billing Units: 1

MKT 600 – Integrated Case Analysis

This course provides an opportunity for students to integrate skills and knowledge already learned about marketing theory and principles, marketing metrics, and the strategic opportunities afforded by technology. Using comprehensive cases that reflect a variety of marketing issues, situations and challenges, students enhance their written and oral communication skills through case analysis and presentations conducted in teams. The course focuses on enhancing analytic, synthesis, integration and research skills to arrive at an evidence-based recommendation. (No transfer credit ruling).

Lect: 3 hrs.
Prerequisite: MKT 400
Course Weight: 1.00
Billing Units: 1