

MKT 504 – Effective Persuasion

This course covers the fundamentals of the sales process and personal persuasion in the business world. Students work individually and in groups to discuss the theories and practice of effective techniques for selling themselves, their ideas and/or their products to prospective employers and/or customers. Students participate in discussions and role playing to develop an ethical understanding of customer interface, and high level communication and interpersonal skills, which are the cornerstones for successful selling. (No transfer credit ruling).

Lect: 3 hrs.

Course Weight: 1.00

Billing Units: 1

MKT 723 – Marketing in the Service Industry

This course focuses on the unique challenges faced by Canadian-based service industry companies, such as banks, restaurants, airlines, hotels and insurance. It explores marketing strategies utilized by these firms to improve customer retention, increase customer value and outperform competitors. Students work in groups to complete a marketing plan for a new or existing service, either B2B, B2C, government or not-for-profit by integrating and applying their knowledge of marketing functions and by employing both quantitative and qualitative analytical tools. (No transfer credit ruling).

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

CMN 288 – Sales Communication in New Media Contexts

Successful sales managers are adept at exploiting new media to communicate their messages to diverse audiences and industries. In this course, students study contemporary social theory, sales genres, and new media to understand the principles and benefits of effective electronically-based sales communications. They will learn how to integrate and apply their oral, written, and visual communication skills to contemporary electronic media and mobile devices in order to be successful sales communicators.

Lect: 3 hrs.

Course Weight: 1.00

Billing Units: 1

ITM 729 – Data Mining and Warehousing Methods

This course covers the fundamental principles that underlie the wide spectrum of activities and processes associated with discovering useful knowledge from aggregate data in a business setting. Its overall structure is built around the three major technologies that enable the transformation of data into knowledge: data warehousing, OLAP, and data mining. The emphasis of the course will be on the application, implementation and integration of the technologies with the business process and strategic goals of the enterprise.

Lect	2 hrs.
Lab:	1 hr.
Prerequisite:	ITM 500
Antirequisite:	ITM 701
Course Weight:	1.00
Billing Units:	1

RMG 907 – Relationship Marketing

The relationship between the consumer and the retailer has been perceived as a transaction and marketing strategy has been based on this perception. Retailers are moving to an ethical relationship view of the buying process - the building of a long term relationship with the customer as the central theme of marketing strategy. This course will explore the underlying theories, values and benefits of doing business through one-to-one relationships with consumers using technological advances. A one-to-one customer-centric approach enables retail marketers to reach customers from multicultural backgrounds, a distinguishing feature of the Canadian marketplace.

Lect: 3 hrs.
Prerequisite: RMG 200
Course Weight: 1.00
Billing Units: 1