

# BMKT - MARKETING (BMKT)

## **BMKT 6603 Marketing Strategies (3 Credits)**

The marketing management process: identifying marketing opportunities, researching and selecting target markets, designing the marketing mix (product or service, price, distribution, and promotional strategies), and planning, implementing, and controlling the marketing effort. Strategic managerial decision making that harmonizes the firm's objectives and resources with needs and opportunities in the market place. Emphasis on ethics and the use of new media and information technologies in strategic marketing. Suspended. 3 credits

## **BMKT 7319 Products Liability (3 Credits)**

Intensive review of this specialized area of tort law highlighting its ethics and social responsibility ramifications. Particular emphasis is on the development of products liability and its impact on the business environment. Topics covered include negligence, warranties and strict liability. An analysis of the historical development of the common law and statutory responses to product liability. Offered: Summer.

## **BMKT 7589 Marketing Co-Op I (1 Credit)**

## **BMKT 7591 Marketing Co-op I (3 Credits)**

See Co-op Adviser. Cooperative Education courses are counted as general electives. Offered: Fall, Spring, Summer. 3 credits

## **BMKT 7599 Directed Research-Marketing (3 Credits)**

Individual research in the area of marketing independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 3 credits

## **BMKT 7607 Sport Marketing (3 Credits)**

A strategic marketing examination of the sport industry. Sport events as marketing vehicles for corporations and brands, including licensing, merchandising, sponsorships and seasonal ticketing. The application of relationship marketing and database marketing to the sport industry.

**Prerequisites:** BMBA 9457 (may be taken concurrently)

## **BMKT 7611 Marketing Research (3 Credits)**

Marketing research procedure: the systematic collection, analysis, interpretation and reporting of data that enable marketing executives to make better decisions. Techniques of marketing research, including problem definition, research design, sampling, measurement and questionnaire construction, data collection and analysis and report preparation. Ethical considerations in collecting data from consumers, including respondents' rights of anonymity, privacy and access to information about the study. The applications of emerging information technologies and data processing software (e.g., SPSS, Microsoft Excel) in marketing research. Offered: Spring.

**Prerequisites:** BMBA 9457

## **BMKT 7620 New Product Management and Development (3 Credits)**

A comprehensive overview of the product planning and development process. Strategic planning and organizing for product development, product idea generation, technical and economic screening of product ideas, product concept testing, product development, product use testing, and market testing. These techniques are examined in the context of corporate entrepreneurship, social responsibility and the dynamic technological environment. Offered: Fall, Spring.

**Prerequisites:** BMBA 9457

## **BMKT 7625 Business-to-Business Marketing (3 Credits)**

Strategies used in business-to-business transactions and the distinctions and similarities between industrial and consumer marketing. Importance of the industrial buyer and the role of industrial marketing research in understanding these consumers. The management of the procurement process in terms of both the purchasing department and the entire company, with an emphasis on interdepartmental relationships and corporate resources and objectives. Offered: Fall.

**Prerequisites:** BMBA 9104 (may be taken concurrently)

## **BMKT 7629 Advertising Strategy (3 Credits)**

The role of advertising in the firm's marketing mix with an emphasis on the planning, execution and control of advertising strategies. Market segmentation, brand imaging, positioning, advertising concept development and media planning and buying. These subjects are examined in the context of the agency-client relationship and the regulatory, societal, ethical and technological environment in which advertisers operate. Offered: Fall, Spring.

**Prerequisites:** BMBA 9457

## **BMKT 7631 The Electronic Marketplace (3 Credits)**

Information technologies and the Internet are rapidly transforming business relationships between customers and suppliers and changing the competitive dynamics of the marketplace. The digitalization of information, globalization and deregulation of industries created an economy characterized by rapid technological innovation and increasingly shorter product and service life cycles, where new industries are created and existing industries forced to restructure. Companies are adopting technology to extend market reach, improve quality of customer service, and increase productivity. Marketing professionals, in particular, are facing continuously changing boundaries of their field which require them to transform product, service, promotion, pricing and distribution strategies that have been effectively used previously. 3 credits

## **BMKT 7633 Cases in Strategic Marketing (3 Credits)**

This course incorporates current developments in marketing strategic thinking to further acquaint students with the present-day challenges of marketing activities. This course provides an opportunity to further develop an understanding of the scope, importance, and process of marketing as a system. Through practical illustrations, the course forwards a deeper understanding of the development and evaluation of marketing plans, strategies, and action programs. Offered: Irregularly.

**Prerequisites:** BMBA 9457 and BMBA 9114

## **BMKT 7634 Marketing Metrics (3 Credits)**

Marketing Metrics is about what to measure and how to measure, when assessing the effects of marketing tactics. Evaluation and control are essential strategic marketing processes; and the basis of evaluation and control is measurement. This course focuses on research methods in the broader context of strategic and tactical marketing planning. The course will help students understand marketing efforts and outcomes from the standpoint of performance measurement to ensure that the marketing function is focused, accountable, and adds value to the bottom line. Offered every 3 semesters.

**Prerequisites:** BMBA 9111 and BMBA 9112 and BMBA 9113 and BMBA 9114

**BMKT 7636 The Science of Persuasion (3 Credits)**

Nothing is more central to one's professional career than to effectively communicate an argument. Regardless if the communication opportunity is a face-to-face encounter, a group setting, or to a broader audience across an organization, the ability to persuade is a fundamental skill to effective leadership. The goal of this course is to extract knowledge from the social sciences on proven principles and techniques of effective persuasion and to apply them to one's professional career. The class will review and discuss books, academic and practitioner articles, and case studies that focus on persuasion. This course will be conducted in an online environment.

**Prerequisites:** BMBA 9114 or BMBA 9457

**BMKT 7640 Corporate Branding Strategy (3 Credits)**

Today's companies must develop effective branding strategies for their products and services, as well as identify strategies for their organizations. This course focuses on the strategic essentials of creating strong brands, brand management strategy, and strategies for building corporate brands. The topics covered include: what constitutes a strong "brand" (from both marketing and legal perspectives); using brand personalities and cultures to create customer value and loyalty; strategies for building brand equity through positioning; brand leveraging strategies (e.g. brand extensions) and brand alliances (e.g. co-branding); building and maintaining strong cohesive corporate identities; building brand identities around mergers and acquisitions; and turnaround measures for floundering brands. Students will be required to analyze a given corporate branding strategy on the basis of the material covered. Offered: every 3 semesters.

**Prerequisites:** BMBA 9457

**BMKT 7641 Pharmaceutical Marketing (3 Credits)**

The pharmaceutical industry continues to be a prime example of market orientation. To a large extent, its success can be attributed to the ability of its constituent companies to understand its customers and to provide outstanding value-added products and services. This course will explore the marketing issues inherent in the pharmaceutical industry. To accomplish this goal, pharmaceutical marketing will be examined through the product management system, which has been adopted universally throughout the industry as it assigns the primary responsibility for the marketing success of products and/or services to particular individuals. These people may be called product managers, brand managers, category managers, or marketing managers. This course focuses on the role of the product manager, including the gathering, interpretation, and diffusion of appropriate information; understanding the competitive environment; developing and implementing marketing strategies and tactics, and assessing the success of the marketing activities. Experimental. 3 credits

**BMKT 7642 Competitive Intelligence (3 Credits)****BMKT 7647 Professional Selling (3 Credits)****BMKT 7652 Digital Marketing (3 Credits)**

Individualized interactive marketing is one of the fastest growing avenues for targeting customers. This course explores the philosophies underlying individualized interactive marketing including one-to-one marketing, customer relationship management, and mass customization leading to a greater understanding of consumer-firm co-creation of value in a Web 2.0 world. The class will review and discuss books, academic and practitioner articles, and case studies concerning this topic. Offered Fall.

**Prerequisites:** BMBA 9457

**BMKT 7697 Directed Research Marketing (1 Credit)**

Individual research in the area of marketing independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 1 credit

**BMKT 7698 Directed Research Marketing (2 Credits)**

Individual research in the area of marketing independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 2 credits

**BMKT 7699 Directed Research-Marketing (3 Credits)**

Individual research in the area of marketing independent of a formal course structure. Prerequisite: permission of supervising faculty member and department chair prior to registration. 3 credits

**BMKT 7702 Directed Research-Marketing (3 Credits)****BMKT 9591 Advanced Marketing Research (3 Credits)**

The application of marketing research techniques to strategic marketing problems and decision making. Such applications include market segmentation and positioning studies, competitive market structure studies, concept and product testing, brand name and package testing, print ads and television and commercial tests, using test markets, demand measurement and sales forecasting, computerized marketing decision support systems, database marketing, and the increasing role of information technologies in marketing research. 3 credits

**BMKT 9600 Services Marketing Symposium (3 Credits)**

Improving service quality through a better understanding of customers' needs. Topics include implementing a corporate service culture, understanding how customers evaluate service quality, developing service quality standards and integrating them into the firm's operations, managing the service encounter, customer retention measures, promotional strategies, and managing service demand and capacity to achieve operational efficiency and lower costs. The role of self-service technologies in improving service quality and developing new service offerings. Prerequisites: BMBA 9114 and permission of instructor. Offered: Irregularly.

**Prerequisites:** BMKT 6603 (may be taken concurrently) or BMBA 9104 (may be taken concurrently)