

# DEPARTMENT OF MARKETING

Jubilee Hall, Room 545  
(973) 275-2485

**Faculty:** Beiter (*Adviser*); Kritz; Ladik (*Chair*); Lozada-Vega; Naatus; Pirog; Surface; Warner

- Marketing Major (B.S.B.) (<http://catalogue.shu.edu/undergraduate/stillman-school-business/department-marketing/marketing-major-bsb/>)

## **BMKT 2601 Principles of Marketing (3 Credits)**

The methods, policies and organizations involved in the flow of goods and services from producers to consumers in the context of the sociocultural, economic, legal and technological global business environment. Consumer behavior, marketing research, market segmentation, targeting and demand analysis, strategic planning, product development and management, promotional strategy, pricing, distribution, not-for-profit marketing, international marketing, and social responsibility and ethical issues involved in making marketing decisions. Prerequisite: 45 credits and ECON 1403 or ECON 1411. Offered: Fall, Spring.

**Prerequisites:** ECON 1402 or ECON 1411

Students with a semester level of Freshman may not enroll.

## **BMKT 3611 Marketing Research (3 Credits)**

The techniques of marketing research and their applications in effective marketing management. The marketing research process, including problem definition, research design, questionnaire construction, sampling, data collection and analysis, and report preparation. Ethical issues and the value and limitations of marketing research. Prerequisite: BMKT 2601 and BQUA 2811 or equivalent. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601 (may be taken concurrently)

## **BMKT 3615 Consumer Behavior (3 Credits)**

The aspects underlying consumer decisions in relation to effective marketing management. The study of the social sciences on which consumer behavior is based, including the influence of psychological, sociological, cultural and subcultural factors on consumer decision making. Public policy and ethical consumer issues, cross cultural consumer behavior and technological aspects influencing consumer behavior. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

## **BMKT 3617 International Marketing (3 Credits)**

Organizing and managing international marketing operations. Opportunities, distinctive characteristics and emerging trends in foreign markets. Adapting the firm's marketing mix to a diverse economic, sociocultural, political and technological multinational environment. Planning and implementing global marketing strategies. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

## **BMKT 4607 Sport Marketing (3 Credits)**

The applications of marketing science to all realms of the sport industry, including: professional sport; intercollegiate, interscholastic and amateur sport; and commercial and public sport and recreational facilities, clubs, resorts and service organizations. An introduction to sales as an element of marketing. A view of the international sport business and ethical issues in sport marketing. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

## **BMKT 4608 Social Media Tools in Sport (3 Credits)**

## **BMKT 4612 Qualitative Market Research (3 Credits)**

## **BMKT 4625 Retail Marketing (3 Credits)**

The dynamic role of retailing in marketing consumer goods and services. The evolving retailing environment and the management of retail institutions. Store location, buying and merchandising, inventory management, pricing and promotion, store layout and design, and customer service issues. A focus on new retail formats such as electronic shopping and other forms of non-store buying. Prerequisite: BMKT 2601. Not offered 2007-09.

**Prerequisites:** BMKT 2601 (may be taken concurrently)

## **BMKT 4627 Channels of Distribution (3 Credits)**

The function of supply chain management is to design and manage the processes, assets, and flows of material and information required to satisfy customers' demands. Globalization of the economy and electronic commerce has heightened the strategic importance of supply chain management and created new opportunities for using supply chain strategy and planning as a competitive tool. The purpose of this course is to explore the basic dynamics of supply chains and to study quantitative methods currently applied to supply chain management (SCM).

The course will provide an introduction to the theory of supply chain management together with examples of how businesses implement these theories in practice. Experimental. Prerequisite: BQUA 2812.

**Prerequisites:** BQUA 2812

## **BMKT 4629 Sales and Personal Selling (3 Credits)**

Personal selling and managing the corporate sales force in the context of overall marketing strategy. Finding and reaching prospective buyers, developing effective sales presentations, handling objections and closing sales. Sales management, including recruiting, selecting, training, motivating and compensating sales personnel, sales forecasting, territory development and an optimal use of the sales budget. Prerequisite: BMKT 2601. Offered: Spring.

**Prerequisites:** BMKT 2601 and BMGT 2501

## **BMKT 4631 Advertising Management (3 Credits)**

The planning, execution and control of advertising programs. The interrelationships among manufacturers, advertising agencies and the media in the preparation and execution of advertising campaigns. The regulatory, cultural and ethical advertising environment, setting advertising objectives, creative themes in designing print and broadcast campaigns, media selection, advertising research, and the budgeting and evaluation of advertising expenditures. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

## **BMKT 4633 Product Management and Development (3 Credits)**

The course explores marketing's role in the product innovation process, beginning with new product policy as foundation, followed by choice of methodologies for developing and evaluating product concepts. Research methods for guiding product design and testing products are evaluated through hands-on assignments. The course culminates in launch planning approaches for the new product. Offered: Irregularly.

**Prerequisites:** BMKT 2601

## **BMKT 4634 Marketing Metrics (3 Credits)**

The course helps students understand research methods in the broader context of strategic and tactical marketing planning. Marketing metrics consist of methods used to measure a company's marketing effort and outcomes to ensure that the marketing function is focused, accountable, and adds value to the bottom line. The focus is on what to measure and how to measure it when assessing the effects of marketing activities.

Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

**BMKT 4639 Digital Marketing (3 Credits)**

The application and management of direct-response marketing in segmenting, targeting and establishing long-term relationships with customers. An emphasis on interactive technologies in the dissemination of marketing information and the distribution of goods and services in the electronic marketplace. The management of personal and business-to-business customer databases, and the development, management and evaluation of effective internet marketing, virtual shopping and customized marketing strategies. Offered: Spring.

**Prerequisites:** BMKT 2601

**BMKT 4640 Building and Maintaining Strong Brands (3 Credits)**

The course explores the strategies and options marketers can use to build strong brands. Students will develop an understanding of how marketers can use brands to generate customer loyalty, accelerate acceptance of new products, and make consumers feel pleased and satisfied with their purchases. In addition, students will acquire expertise that will enable them to understand and critique the branding strategies that target us throughout our daily lives. The course includes lectures, exercises and some small case studies. Students will be required to develop a "brand audit," an in-depth analysis of a brand and its strategy. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

**BMKT 4641 Competitive Intelligence (3 Credits)**

**BMKT 4647 Professional Selling (3 Credits)**

**BMKT 4650 Influencer - Cultural Mktng (3 Credits)**

**BMKT 4694 Marketing Co-op I (3 Credits)**

(See Co-op Adviser.) Prerequisite: Departmental Approval.

**BMKT 4695 Marketing Co-op II (3 Credits)**

(See Co-op Adviser.) Prerequisite: Departmental Approval.

**BMKT 4696 Marketing Co-op III (3 Credits)**

(See Co-op Adviser.) Prerequisite: Departmental Approval.

**BMKT 4697 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 4698 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 4699 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 4700 Direct Study Market Research (3 Credits)**

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

**BMKT 4701 Marketing Internship (1 Credit)**

**BMKT 4702 Marketing Internship (2 Credits)**

**BMKT 5698 Directed Research II (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