

(MK) MARKETING

Courses

MK 211. Search Engine Marketing. 3 Hours.

Search Engine Marketing provides students with a fundamental understanding of website promotion from both the marketing and technical perspectives. In addition to learning web analytics, students learn how search engines work and rank. They also learn all aspects of search engine optimization. This course explores the future of search and the semantic web.

MK 216. Principles of Advertising. 3 Hours.

This course provides an understanding of the basic principles and practices of advertising. It examines the development process including target audience identification, product positioning, creative messaging, media strategies and campaign execution. It also looks at the roles in an advertising agency and how marketers build brands and integrate their communications.

MK 220. Marketing Fundamentals. 3 Hours.

This course is an overview of marketing concepts, tools, and methods with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on identifying market opportunity, product development, promotion planning, pricing decisions, and channels of distribution.

MK 228. Digital Marketing Principles and Strategies. 3 Hours.

This course provides students with critical information about the current state of digital marketing and its strategic use for business. Students learn principles of inbound marketing, organic search engine marketing, online advertising, and analytic and conversation tracking. Students also develop and execute an actionable plan for digital marketing of a business as well as personal brands.

MK 315. Agency Practicum I. 3 Hours.

This course provides students the experience of being part of a marketing communication agency by working with real-world clients to meet their needs. Strategic planning, implementation of strategies, and creation of visual, digital and written work for a variety of clients are performed in a teamwork setting under faculty supervision. Additionally, students work on agency promotion, brand identity, website, and other collateral materials. All majors are welcome. Note: Course is repeatable with permission of instructor.

MK 322. Social Media Marketing. 3 Hours.

This course utilizes a highly interactive format and simulations to introduce students to the uses of social media as a marketing tool. The course looks at current social media practices and problems for businesses as well as communication strategies, techniques, and analytics to measure success. The intent of this course is to provide students with practical guidelines for utilizing all types of content and social media platforms to reach a selected audience.

MK 326. Consumer Behavior. 3 Hours.

This course examines theories of consumer motivations and psycho-social and biological variables which influence consumer attitudes, preferences, and decision making. It also looks carefully at the methods that can be used to develop approaches for planning new products and developing effective marketing strategy.

MK 330. Marketing Communications Internship. 3-9 Hours.

This experiential course is a supervised work experience with participating employers for Marketing Communications students. It provides for the application of classroom learning in a professional work environment. Each student finds, chooses, or is provided with an internship site to engage in experiential learning.

MK 338. Marketing Research. 3 Hours.

In this course, students examine the basic research concepts and practices as applied to the analysis of marketing problems. Topics include sources of data, collecting data, sampling, questionnaire construction, tabulating data, and report preparation using computerized statistical software.

MK 418. Agency Practicum II. 3 Hours.

This course provides students the experience of operating a marketing communication agency, including working with clients to meet their needs, strategic planning, creation and implementation of strategies and tactics. Additionally, students manage agency policies and procedures, promotion, brand identity, website and other collateral materials. All majors are welcome. Note: Course is repeatable with permission of instructor.

MK 422. Sales and Sales Management. 3 Hours.

This course provides students with the fundamentals of good salesmanship and sales management. Prior to studying management principles students practice sales techniques in simulations. Cases are used to illustrate and evaluate principles of sales management.