

Marketing

Chairperson: Felicia M. Miller, Ph.D.

Department of Marketing website (<http://business.marquette.edu/departments/marketing>)

The curriculum in marketing is designed to teach students a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organizations and its stakeholders. Students learn how to understand present and potential target markets and how to reach them (domestically or internationally) through a strategically designed marketing mix dealing with price, promotion, distribution and product or service development.

Marketing Major

Specific Marketing Course Requirements:

MARK 4060	Marketing Research	3
MARK 4110	Marketing Management	3
Three of the following:		9
MARK 4005	Sport Marketing	
MARK 4010	Consumer Behavior	
MARK 4020	Integrated Marketing Communications	
MARK 4030	Customer Relationship Management	
MARK 4040	International Marketing	
MARK 4050	Digital Marketing	
MARK 4065	Marketing Analytics	
MARK 4070	Marketing and Society	
MARK 4080	Product and Pricing Strategy	
MARK 4085	Marketing Channel Strategy	
MARK 4094	Professional Selling	
MARK 4095	Retailing Management	
MARK 4191	Relationship Selling	
MARK 4931	Topics in Marketing	
MARK 4953	Seminar in Marketing	
Five Business electives		15
Total Credit Hours		30

Courses

MARK 3001. Introduction to Marketing. 3 cr. hrs.

Examines the marketing process in the operations of firms in profit and nonprofit sectors. Environmental forces including consumer characteristics, government regulation and social aspects are explored. Emphasis is given to how firms develop marketing strategies in terms of target market selection, segmentation and marketing mix variables such as product development, promotional methods, price determination and channels of distribution. Ethical aspects of marketing are also given consideration. Prereq: Jr. stndg.; ECON 1001 or ECON 1103.

MARK 3986. Internship Work Period. 0 cr. hrs.

SNC/UNC grade assessment. Prereq: MARK 3001, cons. of prog. dir. and cons. of Business Career Center.

MARK 4005. Sport Marketing. 3 cr. hrs.

This course examines marketing issues specific to the sports industry. The course considers the application of basic marketing principles to a range of sports organizations, including professional and collegiate, and commercial and public, sponsors and corporations. The course will examine, but not limited to, topics of sport facilities, hospitality management, special events, licensing, merchandising, branding, and sales strategies. Includes a combination of lectures, guest speakers, assigned readings, case studies, research assignments, and special projects. Prereq: MARK 3001.

MARK 4010. Consumer Behavior. 3 cr. hrs.

To learn about the factors that influence consumers' purchasing decisions of services and products. Behavioral science concepts will be examined including perception, motivation, learning, self-concept, personality, attitudes and attitude change, culture, social class, reference groups and the family unit. Application of behavioral concepts (from psychology, sociology, anthropology and economics) to marketing management and marketing research problems, including diffusion of innovations (new products), brand loyalty, consumer satisfaction and consumer decision-making models. Prereq: MARK 3001.

MARK 4020. Integrated Marketing Communications. 3 cr. hrs.

Study of the promotional mix (advertising, sponsorship marketing, point-of-purchase communication, sales promotion, publicity, and personal selling) and other elements of the marketing mix (product/brand, price, distribution) as they speak with one voice in communication between the firm and its customers. Also, application of behavioral sciences, branding, packaging and interactive marketing to marketing communications. Social, legal, ethical and international aspects of marketing communications. Prereq: MARK 3001.

MARK 4030. Customer Relationship Management. 3 cr. hrs.

This course examines different Customer Relationship Management (CRM) programs and shows how to identify strengths and weaknesses associated with these programs. The course will examine, but not limited to, issues of developing an understanding how CRM can be best implemented, developing skills in identifying customer satisfaction and loyalty, organizing an effective customer loyalty program and its implementation. The course includes a combination of lectures, video presentations, guest speakers, assigned readings, case studies, and research assignments. Prereq: MARK 3001.

MARK 4040. International Marketing. 3 cr. hrs.

Takes theoretical, strategic, and ethical approaches to evaluate and understand organizational behaviors; economic, political, cultural and technological developments at local, regional and global levels; country market selection, market entry strategies (exporting, licensing and foreign direct investments) and marketing mix strategies (product, price, supply chain, and integrated marketing communication). Issues related to global market segmentation, targeting and positioning are also examined. Prereq: MARK 3001.

MARK 4050. Digital Marketing. 3 cr. hrs.

Examines the social and technological forces behind modern marketing trends and evolving consumer behaviors. Topics include: social media management & monitoring, omnichannel strategy, search engine optimization, content management, online promotion, and eCommerce. Also explores the expanding role of data analytics and data based marketing strategy. Prereq: MARK 3001.

MARK 4060. Marketing Research. 3 cr. hrs.

To provide a scientific solution to marketing problems this course focuses on qualitative techniques (e.g., focus groups) and quantitative techniques (e.g. survey) for data collection, storing of data in data sets and databases, data analysis using statistical techniques, and interpretation of results. Topics covered include: research analysis, research design, sampling analysis, data collection methods, data storage methods, univariate and bivariate statistical analysis, report writing and the integration of research and marketing management. Prereq: MARK 3001 and BUAD 1560 or MANA 2028. Marketing minors may substitute PSYC 2001 or MATH 1700 for BUAD 1560.

MARK 4065. Marketing Analytics. 3 cr. hrs.

Consists of a combination of exercises, case studies, guest speakers and lectures that give students the analytical tools and the mindset to migrate from a qualitative to a more quantitative brand of marketing. Analytics adds an all-important quantitative edge to the marketing toolbox by helping companies transform data, information and insights into more effective decisions and higher profits. Differs from traditional marketing research courses by focusing on the marketing strategies underlying quantitative analysis. Prereq: MARK 3001, and one of the following: BUAD 1560 or MANA 2028 or MATH 1700 or MATH 4720 or PSYC 2001.

MARK 4070. Marketing and Society. 3 cr. hrs.

Focuses on environments external to the firm which have significant consequences on marketing practice. Evaluates how the marketing system contributes to or impedes the objectives of society. Topics discussed: Consumerism, Law, Marketing Ethics, Ecology, Marketing and Corporate Social Responsibility. Prereq: MARK 3001.

MARK 4080. Product and Pricing Strategy. 3 cr. hrs.

New Product development, competitive strategies and product life cycles as components of effective product management. The environment of pricing strategy and recent developments in pricing decision making as well as the psychological aspects of pricing. Prereq: MARK 3001.

MARK 4085. Marketing Channel Strategy. 3 cr. hrs.

Examines the design, structure, and ongoing management of marketing channels as inter-organizational systems involved in the flow of goods and services from creation to the consumer. Topics include: manufacturing, wholesaling, retailing, facilitating agencies, supply chain logistics, and B2B relationship management as they apply to the distribution of goods and services through marketing channels. Prereq: MARK 3001.

MARK 4094. Professional Selling. 3 cr. hrs.

Professional selling introduces students to the dynamic world of relationship selling. Organized around developing ethical sales skills that will lead to long-term relationships between buyers and sellers. Students learn and practice concepts on preparing for and completing a sales call, focusing on customer analysis, networking, question development, handling objections, negotiations and closing the sale. Classes are highly interactive and designed to develop selling concepts, skills and self-confidence through experiential exercises, role-plays and presentations Prereq: MARK 3001.

MARK 4095. Retailing Management. 3 cr. hrs.

Readings and cases in retail management. Types of retail organizations. Problems of location, buying, merchandise control, and retail promotion. The present state of retailing and a look into the future. Prereq: MARK 3001.

MARK 4110. Marketing Management. 3 cr. hrs.

The application of marketing variables are emphasized in terms of analyzing, planning, implementing and controlling marketing activities for a firm. A major component is understanding how to develop marketing objectives, policies, programs and strategy for the firm. Experience is given in crafting marketing programs and developing marketing decisions through target market selection and formulation of marketing mix parameters of product, price, place and promotion. The case method is commonly used. Prereq: Sr. stndg., MARK 3001, MARK 4060, and one other MARK course; MARK major or cons. of instr.

MARK 4191. Relationship Selling. 3 cr. hrs.

Sales management builds on the framework of professional selling, providing students the opportunity to develop skills needed to be successful leaders in an organization. Using industry-leading cases, students learn and apply skills on designing, organizing, and training a sales force; selling to medium and large accounts; expanding business operations and coaching sales professionals to exceed forecasted goals. Classes are highly interactive and allow for discussion of concepts with fellow students and guest speakers who specialize in sales management Prereq: MARK 4094.

MARK 4931. Topics in Marketing. 3 cr. hrs.

Topics vary. Prereq: MARK 3001.

MARK 4953. Seminar in Marketing. 3 cr. hrs.

Prereq: MARK 3001.

MARK 4986. Marketing Internship - Grading Period. 3 cr. hrs.

S/U grade assessment. Prereq: MARK 3986; Jr. stndg., cons. of prog. dir. and cons. of Business Career Center.

MARK 4995. Independent Study in Marketing. 1-4 cr. hrs.

Prereq: Cons. of dept. ch.