

# MARKETING (MKT)

## **MKT 250 | NAVIGATING MARKETING CAREERS | 2 quarter hours (Undergraduate)**

The course is designed to provide an understanding of the various marketing career options available for early-career marketing professionals. Based on a deep understanding of individual strengths and weaknesses, this course will help students to find the marketing role that leverages their strengths. Additionally, this course prepares students to create and manage a successful marketing job-search campaign. Elements of the campaign include resume development for marketing roles, cover letters, developing and using networking skills, interview preparation, managing interview anxiety, salary negotiation, etc. (2 quarter hours)

**MKT 301 is a prerequisite for this class.**

## **MKT 276 | EFFECTIVE BUSINESS COMMUNICATION | 4 quarter hours (Undergraduate)**

This engaging class teaches participants the communication skills that lead to leadership success. The course's workshop-style design encourages learners to practice techniques grounded in business, psychology, and neurobiology. Skills taught include: In-person and video presentations, email and brief writing, business and social networking, and PowerPoint. Students explore message packaging and delivery, persuasion, managing conflict with authority, controlling anxiety, and managing shyness and intimidation. Vincentian values of Diversity, Equity & Inclusion (DE&I), servant leadership, and credibility are the course foundations. Activities take place in the classroom and via distance learning.

## **MKT 301 | PRINCIPLES OF MARKETING | 4 quarter hours (Undergraduate)**

Marketing 301 introduces basic marketing terminology and the relationships between and among these terms relevant to the creation and implementation of basic marketing strategy. The course content also focuses upon the controllable and uncontrollable variables which have bearing on the success or failure of marketing programs. The course also provides students with opportunities to demonstrate their ability to connect concepts discussed in the text and those same concepts appearing in academic and practitioner publications and popular business periodicals.

## **MKT 305 | INTRODUCTION TO MARKETING RESEARCH | 4 quarter hours (Undergraduate)**

This course focuses on how to match research design (exploration, surveys, observation and experiments) with an organization's marketing problems. You will learn how to: design questionnaires, collect and analyze survey data, prepare and conduct focus groups and design experiments. Some knowledge of statistics required.

**MKT 301 is a prerequisite for this class.**

## **MKT 310 | CONSUMER BEHAVIOR | 4 quarter hours (Undergraduate)**

An analysis of the environmental, social and psychological factors that influence an individual's consumer decisions. Specific areas studies will be consumer motivation, attitudes, learning and decision processes, as well as lifestyles, reference groups, communication and cultural influences.

**MKT 301 is a prerequisite for this class.**

## **MKT 315 | STRATEGIC TOOLS FOR MARKETERS | 4 quarter hours (Undergraduate)**

This course provides depth of knowledge to understand and apply important and relevant concepts in marketing such as market demand forecast, product positioning, pricing, marketing performance assessment, and product design. The course covers several hands-on tools that are frequently used by marketers and business-people to generate deep customer insight to aid decision-making in the above-mentioned areas.

**MKT 301 is a prerequisite for this class.**

## **MKT 320 | PRINCIPLES OF ADVERTISING | 4 quarter hours (Undergraduate)**

Development of an understanding of the principles, processes, and methods employed in advertising and sales promotion of products and services directed toward consumers and business. Discussion will involve understanding the behavior of the target audience, developing advertising, budgeting for advertising, creating the message and media strategy, and measuring the effectiveness of the advertising program.

## **MKT 321 | SOCIAL MEDIA MARKETING | 4 quarter hours (Undergraduate)**

In this course students gain a better understanding of what social media is and how businesses and individuals are using it to build awareness, increase visibility, and engage in conversations with their customers. Students also gain an understanding of the various benefits of social media, and insight into the relatively low cost and high scalability.

**MKT 301 is a prerequisite for this class.**

## **MKT 322 | SEARCH ENGINE MARKETING & ANALYTICS | 4 quarter hours (Undergraduate)**

This course will review the fundamentals of search engine marketing and web analytics. Students will review the verticals, platforms, and best practices that encompass the landscape of paid search in digital marketing. The course will also focus on learning both AdWords and Google Analytics, preparing students to take the respective Google certification exams at the end of the course. Most sessions will have hands-on components including reviewing real world scenarios, building campaigns and reports. This course will help students learn how to properly manage and build out an effective Google AdWords campaign, as well as create an accurate Google Analytics account and analyze the data within.

**MKT 301 is a prerequisite for this class.**

## **MKT 323 | CONTENT MARKETING | 4 quarter hours (Undergraduate)**

Content Marketing is the art of engaging new or existing consumers with information and entertainment to build a relationship and ultimately turn them into loyal buyers. Content Marketing gives consumers information they desire and seek out that's consistent with the brand and product/service. It is executed across marketing tools, with a heavy emphasis on social media and digital. This course is intended for the student who is looking to dive deeper into different Marketing approaches. Ultimately, the student will learn to identify what an audience wants to hear and package that information into valuable content to drive engagement and ultimately sales.

**MKT 301 is a prerequisite for this class.**

**MKT 333 | MARKETING FOR THE SOCIAL GOOD | 4 quarter hours (Undergraduate)**

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Effective social good marketing is not about jumping on the bandwagon by following the news and saying your company supports popular causes. Instead, there must be an authentic, tangible connection between brand values, messaging and action. Social marketing offers a revolutionary approach to solving a range of social problems in the areas of health, safety, environmental protection, financial well-being, and community involvement. This course seeks to expose students to the application of traditional marketing principles and techniques to the challenges and rewards of influencing and impacting positive public behavior.

**MKT 340 | MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS | 4 quarter hours (Undergraduate)**

The course is designed to challenge students to think critically about culture and international marketing, with an emphasis and perspective on multicultural markets. The course is structured to examine cross-cultural and intercultural approaches that intertwine with the international business environment and the impact that both have on the marketing of goods and services.

**MKT 301 is a prerequisite for this class.**

**MKT 342 | SPORTS SPONSORSHIP MARKETING | 4 quarter hours (Undergraduate)**

This course explores the impact of sports sponsorship marketing on professional teams, college sports, grass roots and international events including the World Cup and the Olympics. Students will learn how sponsorship interacts with key elements of the marketing mix including sales, advertising, public relations, promotion and cause marketing. Guest lecturers from major Chicago sports franchises and corporations play a defining role in the course. Students visit a leading marketing agency to gain an expert's perspective on Super Bowl advertising and marketing. Students will learn how effective sponsorship marketing creates an enduring emotional connection between brands, properties and consumers. (MKT 342 and HSB 342 are cross-listed. A student can only take one of MKT 342 or HSB 342 for credit towards their degree.)

**MKT 301 (or MGT 356 or HSB 356) is a prerequisite for this class.**

**MKT 352 | NEW PRODUCT DEVELOPMENT | 4 quarter hours (Undergraduate)**

An introduction to the various types of new products and services, and to the new product management process used by many firms to increase the likelihood of success while minimizing financial risk. Students will learn about new product conceptualization, development, and launch stages of the process, and be introduced to some of the tools and techniques employed in each.

**MKT 301 is a prerequisite for this class.**

**MKT 356 | MARKETING ANALYSIS AND PLANNING | 8 quarter hours (Undergraduate)**

The first course of the IME sequence addresses marketing information gathering, analysis and planning. Students will learn how to conduct secondary research at the company and industry level for analysis of a firm's competitive situation. This analysis will be drawn from real-time cases from sponsoring Chicago-area companies. Emphasis is placed on teamwork and effective communication in oral and written presentation. Students will learn to analyze a firm's industry and competition as well as how to identify a target market and position a product. Milestones will include the preparation and presentation of the situation analysis elements of a marketing plan, as well as a presentation to the client company. Offered every Autumn. (8 quarter hours)

**Acceptance into the IME program is a prerequisite for this class.**

**MKT 357 | MANAGEMENT OF MARKETING | 8 quarter hours (Undergraduate)**

The second course in the IME sequence acquaints the student with the knowledge and skills necessary for the management of marketing activities including marketing plan preparation and tactical decision-making in changing situations. (1) Students will build upon the situation analysis and presentation skills acquired in the IME Level I, by developing skills necessary to prepare and present a marketing plan. (2) Tactical managerial decisions to be addressed include product/service management, competitive pricing decisions, distribution, and promotion decisions as faced by the manager of marketing activities in the day-to-day life of the firm. Students will learn to develop sales forecasts and budgets and apply control and analysis techniques to evaluate marketing operations. Course milestones will include market plan development and presentation to internal as well as external groups, and the presentation of analysis and recommendations to address the day-to-day management of marketing operations. Students will work in teams to address a marketing problem provided by a sponsoring Chicago-based company. This problem will require students to use available secondary data to analyze the current market situation and analyze and interpret primary data necessary to make decisions. Offered every Winter. (8 quarter hours)

**Acceptance into the IME program is a prerequisite for this class.**

**MKT 358 | MARKETING IN A GLOBAL ENVIRONMENT | 4 quarter hours (Undergraduate)**

This final course in the IME sequence provides a strategic perspective for marketing management in a global environment. The course will address company organization, industry structure, firm's competitiveness, marketing activities, and market-entry strategies. Course milestones will address the issues and decisions normally associated with international market expansion. The course is a hands-on learning experience for the student/team through the introduction and interaction with a Chicago-based company currently involved in international business. Offered every Spring.

**Acceptance into the IME program is a prerequisite for this class.**

**MKT 359 | STRATEGIC MARKETING MANAGEMENT | 4 quarter hours (Undergraduate)**

This course will familiarize students with the role of the marketing manager in charting the direction of a business, and formulating strategies to create or sustain competitive advantage. It provides knowledge and skills to help students identify, analyze, and address marketing problems and opportunities, and enable them to make effective business decisions.

**MKT 301 is a prerequisite for this class.**

**MKT 360 | INTERNATIONAL MARKETING | 4 quarter hours  
(Undergraduate)**

The course is designed to provide students with an understanding of international marketing within a global framework. The course focuses on marketing concepts, theories, and principles applicable to international marketing management. The course is structured to examine the environmental factors (political, economic, cultural, and demographics) that drive host-country governments' goals and objectives that affect firms and industries operating in developed and emerging markets of the world. Emphasis is placed on marketing strategies to emerging economies in different regions of the world and to how to start, develop and become a truly global marketing force today.

**MKT 301 is a prerequisite for this class.**

**MKT 377 | SALES FUNDAMENTALS | 4 quarter hours  
(Undergraduate)**

In the current business environment, companies are focusing their efforts on recruiting well-trained and refined sales professionals to generate substantial revenue. This course is designed to expose students to the energy, decorum, techniques and methods of superior selling sought after by companies. Coursework examines networking techniques and ways to identify high-potential opportunities. Students are given the opportunity to implement learned techniques through real world selling.

**MKT 378 | SALES STRATEGY & TECHNOLOGY | 4 quarter hours  
(Undergraduate)**

The key to the development of superior customer sales strategy is detailed intelligence. This course investigates sources of customer data, the state of data management technology and the contribution that current and accurate customer information can make in establishing sales strategy. Upon completion of this course, students have acquired significant skill in using a number of technologies to support the development of sales strategy.

**MKT 380 | SCIENCE OF RETAILING | 4 quarter hours  
(Undergraduate)**

This course teaches students about the collaborative process that is category management. Its focus is on the partnership formed by retailers and manufacturers in order to optimize the performance of retail categories. Topics covered in the course include: retail strategy, aisle and store management, supply chain, the evolution of retailing, category management process, assortment management, shelf management and merchandising. Students work with business partners to create a category review that demonstrates how manufacturers create value for their retail partners.

**MKT 383 | ANALYTICAL SALES | 4 quarter hours  
(Undergraduate)**

The Analytical Sales course is a strategic sales course which emphasizes the psychology of selling in complex selling situations, identifying the decision maker among multiple contacts, quantifying the value proposition to the customer, and presenting a compelling sales proposal. Business activities are focused on identifying customer needs and values (tangible, intangible, behavioral) and delivering products and services to increase customer profit margins, cash flow, or the efficiency of the customer's business. Goals are achieved by use of mathematical analytical techniques, understanding of emotional drivers, and utilization of behavioral influence techniques in a research based selling model.

**MKT 384 | CASES IN CATEGORY MANAGEMENT | 4 quarter hours  
(Undergraduate)**

This course provides students with the ability to improve their category management skills while solving a relevant business problem confronting corporate partners. This "Cases Class" affords students an opportunity to demonstrate what they have learned in their classwork and internships. The development of these case solutions provides students the opportunity to interact with category management professionals and students will gain a unique perspective about careers in category management.

**MKT 385 | SPORTS SALES | 4 quarter hours  
(Undergraduate)**

This course in professional selling introduces students to the dynamics of inside sales through the lens of professional and collegiate sports. The essentials of effective selling are reinforced through experiential learning projects (varies by quarter) with leading Chicago sports and business organizations, providing students up to four weeks of practical, hands-on selling experiences. Past sales projects have been with the Chicago Blackhawks, White Sox, and Wolves. Course topics include understanding the sales process, handling objections, finding solutions, building customer relationships, utilizing improv/adaptive selling approaches, leveraging sales technology, and understanding the context of different sales in the sports as well as business environments. Space is limited each quarter, instructor permission required.

**MKT 386 | SOCIAL IMPACT SALES | 4 quarter hours  
(Undergraduate)**

The ability to understand and conduct business in a socially responsible manner in today's economy is not only desirable, but mandatory in an increasingly competitive environment. Further, some non-profits seek to solve a social problem by using traditional business methods, including the selling of goods or services. This course engages a non-profit to provide them with a long term sales strategy. Students develop a sales and marketing plan that ultimately benefits a social good. This plan is evaluated by for and non-profit executives, as well as, DePaul Faculty.

**MKT 387 | SHOPPER INSIGHTS IN MARKETING | 4 quarter hours  
(Undergraduate)**

Successful retailers look to their suppliers to act as partners to help them grow their business. Relationships are established between buyer and seller when manufacturers demonstrate an appreciation for the retailer's business objectives and leverage business understanding to convert shoppers into buyers. Shopper marketing is the fastest evolving segment of consumer marketing. The evolving landscape of the retail environment has driven an increased focus on the shopper at the time of purchase. It centers around insights gleaned about the shopper for specific categories in specific channels. In this course we will learn the Shopper Insights and Marketing fundamentals. We will: Work with a major retailer and manufacturer within the consumer-packaged goods industry to develop a shopper marketing plan; Partner with a leading agency to learn and leverage digital, social, promotional platforms to develop and bring to life a retailer-specific program; Learn and use a variety of data driven technologies from industry partners to understand, and best reach the target shopper; Students will complete a final Shopper Marketing "Panel presentation".

**MKT 388 | ECOMMERCE MARKETING | 4 quarter hours  
(Undergraduate)**

This specialist seminar considers the theories and practices related to modern eCommerce retail in the marketplace. The emergence of eCommerce ("eComm") is primarily rooted in the adaptation of historical retailing strategy to digital and online business. As such, eComm involves many established theories and functions of retailing, including strategic management, the value chain, inventory, pricing, sales, branding, and merchandising.

**MKT 390 | SERVICE MARKETING | 4 quarter hours  
(Undergraduate)**

Services comprise two thirds of U.S. Gross Domestic Product. This course will explore the identifying characteristics of service marketing as compared and contrasted with product marketing. The conceptual differences in marketing of intangibles vs. tangible offerings to the market will be emphasized. The course will consist of lecture, discussion, readings and cases.

**MKT 393 | MARKETING INTERNSHIP | 4 quarter hours  
(Undergraduate)**

Marketing internships provide students an opportunity to view a work situation through the eyes of a professional marketer and to study an organization's marketing operations first-hand. The course is an excellent way to examine a career path, build a portfolio, and enhance one's network. Course meetings are limited with most of the assignments completed online. The internship experience must be a minimum of ten hours per week for the full ten weeks of the quarter. The Marketing Internship Office will work with students to help them find a placement or students may secure an internship on their own and apply to enroll in the course during the quarter in which they are interning. The position must be approved by the Internship Coordinator and enrolling in MKT 393 requires the approval of the faculty member. IME and Digital Marketing majors are required to complete one quarter of internship credit or the equivalent. International students may use MKT 393 for CPT credit. The work MUST be done during the time that the student is receiving credit. MKT 393 may fulfill the Experiential Learning requirement or marketing elective in the major.

**MKT 395 | DIGITAL MARKETING ANALYTICS AND PLANNING | 4 quarter hours  
(Undergraduate)**

The course provides an introduction to Interactive/Internet marketing methods and high-level insight into the technology challenges of interactive marketing. Business to Consumer examples and strategies will be explored in a variety of vertical markets (e.g. financial services, technology, retail, catalog, manufacturing, health care, hospitality and entertainment). Integration with other marketing channels will be discussed. Global, privacy (including legislation challenges) and ethical issues will be introduced. Format will include lecture, guest speakers from the industry, Web browsing, quizzes, analysis and strong emphasis on discussion. A web integrated marketing strategy paper will be developed incorporating all concepts and experiences.

**MKT 301 is a prerequisite for this class.**

**MKT 396 | MOBILE MARKETING | 4 quarter hours  
(Undergraduate)**

This course examines the fundamentals of mobile marketing including apps, Internet of Things (IOT), augmented reality, gamification, geofencing, beacons, messaging, website/mobile coordination, mobile security, mobile wallets, wearables, social, data collection/customization and mobile advertising. Experts in the field from Fortune 500, mid-sized and start-up companies will discuss the major force that mobile marketing has become in the Business 2 Consumer (B2C) and Business to Business (B2B) marketplace.

**MKT 398 | SPECIAL TOPICS | 4 quarter hours  
(Undergraduate)**

Content and format of these courses are variable. An in-depth study of current issues in marketing. Subject matter will be indicated in class schedule. The Marketing department offers special topics in a variety of areas. Students may take more than one special topics course as an elective.

**MKT 399 | INDEPENDENT STUDY | 4 quarter hours  
(Undergraduate)**

Available to students of demonstrated capability for intensive independent work in marketing. (variable credit)

**MKT 301, MKT 310 and permission of the instructor is a prerequisite for this class.**

**MKT 420 | CANNABIS BUSINESS-THE SOCIAL & ECONOMIC IMPACT & PRACTICE | 4 quarter hours  
(Undergraduate)**

This course will address many of the issues cannabis organizations face as well as how the businesses in the industry will cope with balancing the desire for ethical business operation, social equity and the economics of operating in the cannabis industry. This course will also examine the calls for greater corporate social responsibility, their implications for corporate behavior, and the feasibility of firms increasing their socially responsible decision-making without external government regulation.

**MKT 519 | AI AND MARKETING | 4 quarter hours  
(Graduate)**

AI in Marketing This course provides the skills and knowledge needed to harness the power of generative AI to create innovative and effective marketing tactics and plans. The course features hands-on experience with various generative AI tools and technologies, from text and image generation to chatbots and recommendation systems. Practical applications of these tools in marketing will feature use cases such as personalized marketing, content creation, and customer engagement.

**MKT 555 is a prerequisite for this class.**

**MKT 520 | CANNABIS BUSINESS-THE SOCIAL & ECONOMIC IMPACT & PRACTICE | 4 quarter hours  
(Graduate)**

This course will address many of the issues cannabis organizations face as well as how the businesses in the industry will cope in balancing the desire for ethical business operation, social equity and the economics of operating in the cannabis industry. Additionally, this course will examine the calls for greater corporate social responsibility, their implications for corporate behavior, and the feasibility of firms increasing their socially responsible decision-making without external government regulation.



**MKT 521 | SOCIAL MEDIA MARKETING | 4 quarter hours  
(Graduate)**

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers. The objective of this course is to change your perspective from a consumer of social media to a smart marketer using social media to grow your brand and business. We will do that through broadly understanding consumers' social interactions, learning how to build social marketing strategies, examining the various social media channels available to marketers, and practicing how to track their effectiveness. This is a hands on course where you will learn practical application of all concepts as well learn about jobs in this field. Learning will occur through video lectures, brand examples, Sprout Social, use of a simulator and guest speakers.

**MKT 555 is a prerequisite for this class.**

**MKT 522 | SEARCH ENGINE MARKETING & ANALYTICS | 4 quarter hours  
(Graduate)**

This course will follow the Google Search Ads and Google Analytics training in preparation to take and pass the individual Google certification exams for both disciplines. These certifications are valuable industry credentials that can demonstrate to prospective employers that the student has the precursory knowledge in these two areas. As well, because Paid Search advertising is the largest channel in digital advertising and Google Analytics is the most popular (in terms of usage) web analytics platform in the world, having an intermediate-level understanding in these areas is somewhat of a requisite for today's marketers.

**MKT 555 is a prerequisite for this class.**

**MKT 523 | CONTENT MARKETING | 4 quarter hours  
(Graduate)**

Content Marketing is the art of engaging new or existing consumers with information and entertainment to build a relationship and ultimately turn them into loyal buyers. Content Marketing gives consumers information they desire and seek out that's consistent with the brand and product/service. It is executed across marketing tools, with a heavy emphasis on social media and digital. This course is intended for the student who is looking to dive deeper into different Marketing approaches. Ultimately, you will learn the ability to identify what an audience wants to hear and package that information into valuable content to drive engagement and ultimately sales.

**MKT 555 is a prerequisite for this class.**

**MKT 524 | ADVANCED DIGITAL MARKETING STRATEGY | 4 quarter hours  
(Graduate)**

This master's-level capstone course serves as the culmination of the digital marketing curriculum, integrating skills and knowledge acquired in previous courses. Students will apply strategic thinking, advanced analytics, and channel expertise to real-world challenges by collaborating with a partner company. Through this hands-on experience, students will conduct a comprehensive digital audit, develop targeted strategies, and deliver actionable recommendations tailored to the company's goals and challenges.

**MKT 595 is the prerequisites for this class.**

**MKT 525 | MARKET RESEARCH | 4 quarter hours  
(Graduate)**

This course provides an overview of the nature of marketing research and its role in decision-making with the organization. Specifically the students will concentrate their efforts on understanding the process of research design and implementation. Offered every quarter.

**(GSB 420 or GSB 519 or equivalent) and MKT 555 are prerequisites for this class.**

**MKT 526 | ADVANCED MARKET RESEARCH | 4 quarter hours  
(Graduate)**

Those students interested in more extensive marketing research experience should enroll in this course. The student will begin with a data set and work closely with the instructor in performing multivariate data analysis and developing a format for presentation of results.

**MKT 525 is a prerequisite for this class.**

**MKT 527 | TEXT ANALYSIS FOR MARKETING | 4 quarter hours  
(Graduate)**

This course provides students with a theoretical and practical understanding of text analysis applied for marketing insight. The first two weeks of the course provide a high-level theoretical initiation into frameworks that explain human communication, discourse and conversation. The rest of the course is devoted to hands-on learning and use of qualitative and quantitative methods for gathering, processing and analyzing textual data. Students will obtain a level of competence and understanding in skills including preprocessing unstructured data, AI data analysis, prompt engineering, tagging themes in qualitative data, sentiment or opinion mining, and more.

**MKT 528 | QUALITATIVE RESEARCH | 4 quarter hours  
(Graduate)**

Qualitative Research Methods will explore non-survey and non-experimental techniques useful in researching issues with marketing implications. Lectures and reading assignments will be punctuated with experimental exercises, videotapes, and student presentations. Topics will include question design, content analysis, and unstructured or simple observation. Projective techniques and other indirect methods, in-depth/ in-person interviews, and focus group sessions. Offered variably.

**MKT 525 and MKT 545 are prerequisites for this class.**

**MKT 529 | PRECISION MARKETING | 4 quarter hours  
(Graduate)**

The ever increasing amount of data about consumers and transactions allows marketers to better understand who their customers are and what they are buying. This course explores a wide variety of data sources and how they are used in marketing, with a special emphasis on segmentation, targeting and positioning. Offered winter quarter.

**MKT 555 is a prerequisite for this class.**

**MKT 530 | CUSTOMER RELATIONSHIP MANAGEMENT | 4 quarter hours  
(Graduate)**

Students are introduced to a new strategic methodology, Customer Relationship Management, which is currently being adopted by many organizations in efforts to enhance their competitive advantage. Focus is placed on understanding how enhanced customer relationships will differentiate an organization in a highly competitive marketplace. Both business and consumer markets are examined and discussed during this highly interactive class. Relevant guest speakers will share their experiences and current best practices. Case analysis and group projects supplement the class discussions.

**MKT 555 is a prerequisite for this class.**

**MKT 533 | MARKETING FOR THE SOCIAL GOOD | 4 quarter hours  
(Graduate)**

Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Effective social good marketing is not about jumping on the bandwagon by following the news and saying your company supports popular causes. Instead, there must be an authentic, tangible connection between brand values, messaging and action. Social marketing offers a revolutionary approach to solving a range of social problems in the areas of health, safety, environmental protection, financial well-being, and community involvement. This course seeks to expose students to the application of traditional marketing principles and techniques to the challenges and rewards of influencing and impacting positive public behavior.

**MKT 534 | ANALYTICAL TOOLS FOR MARKETERS | 4 quarter hours  
(Graduate)**

This course seeks to provide an in-depth understanding of both qualitative and quantitative analytical tools that are of critical importance to marketers. These tools will help marketers avoid head-to-head competition, understand customer perceptions, understand customer preferences, develop accurate sales forecasts, and financially value marketing strategies. The course is designed to be "hands-on" in that students will develop understanding mainly through conducting application projects and presenting results. The course is also designed to be immediately applicable to marketers' current and future jobs.

**MKT 555 is a prerequisite for this class.**

**MKT 535 | MARKETING STRATEGIES AND PLANNING | 4 quarter hours  
(Graduate)**

The basic elements of planning including the identification of the company's basic purpose and mission and their translation into specific objectives. Strategies to accomplish objectives are fused from marketing, financial, and manufacturing elements but emphasizing marketing elements. This course focuses on the contribution of marketing to the establishment of company policies, objectives, and marketing planning.

**MKT 555 is a prerequisite for this class.**

**MKT 536 | PRICING STRATEGY | 4 quarter hours  
(Graduate)**

Managing pricing effectively affects a company's growth and profitability more directly and quickly than any other strategic decision. This course explores methods of analyzing pricing decisions, influencing customers' price perceptions, managing sales promotions and negotiations, and forecasting industry price trends. Pricing decisions for both new product introductions and mature product profit management are addressed. Students will discover best practices in pricing decision making at the industry, market, and transactional level.

**MKT 555 is a prerequisite for this class.**

**MKT 537 | NEW PRODUCT MANAGEMENT | 4 quarter hours  
(Graduate)**

The course has four objectives: first, to familiarize participants with how firms manage the conceptualization, development and launch of new products and services; second, to develop a systematic process for new product development that matches the existing business context; third, to give participants knowledge of some useful and immediately applicable tools that will enable them to participate and lead a team that effectively translates a firm's strategy and customer needs into successful products and services; and finally, help participants understand the impact of company dynamics in affecting the new product development process.

**MKT 525 is a prerequisite for this class.**

**MKT 540 | STRATEGIC PLANNING: DEVELOPING SUSTAINABLE  
BUSINESS MODELS | 4 quarter hours**

**(Graduate)**

In today's hyper-competitive business environment, firms find it increasingly difficult to generate sustainable revenue growth. This course uses an organic-growth, marketing-based, customer-driven approach for developing sustainable year-on-year revenue growth. Linkages are created between existing benefits-based customer segmentation strategies, changing customer needs, the choice of a firm's or a business unit's product/service-line positioning strategy, its chosen business model, and finally its performance. Topics covered include: - Outcomes-based segmentation - Price-performance curves - Market-leader positioning approaches - Business model visualization and representation - Dynamic positioning, product-line and business unit adaptation - Value migration and threats to sustainability By the end of the course, students will know how to detect signals of change in customer needs and adapt their business models resulting in sustainability. This is a case-based course with a project deliverable due at the end of the course.

**MKT 555 is a prerequisite for this class.**

**MKT 541 | BRAND MANAGEMENT | 4 quarter hours  
(Graduate)**

Brand management is an important component of both consumer and business marketing. The course addresses important branding decisions faced by an organization, particularly the role of brands in strategy. Learning objectives are (1) to increase understanding of the important issues in planning and evaluating brand strategies; (2) to provide the appropriate theories, models, and other tools to make better branding decisions; (3) to understand how marketing mix variables can affect brand equity over time; (4) to understand how to build and maintain brand equity; (5) to understand how to adapt brand strategies and tactics to optimize marketplace success.

**MKT 555 is a prerequisite for this class.**

**MKT 542 | BRAND CULTURE | 4 quarter hours  
(Graduate)**

Brands are complex socio-cultural entities. They occupy a unique position in modern culture and consumers are increasingly playing a more prominent role in the legacies of brands. Despite these realities, the complex relationship between brands, consumers and culture has typically been ignored. This seminar class will explore the culture of brands, focusing on what consumers do with and to brands instead of what brands do to consumers. Readings will come from a variety of perspectives, including both practitioner and academic sources. Topics covered will include: Sociological aspects of consumers and their brands, brands and status systems, brand and consumption communities, and consumer created marketing content. This class is designed to give you an advantage in being the best brand manager. It will stress critical thinking, creativity, synthesis and application of the newest insights concerning brands. Students will emerge with a better understanding of how to engage in the practice of cultural branding.

**MKT 555 is a prerequisite for this class.**

**MKT 545 | CONSUMER BEHAVIOR | 4 quarter hours  
(Graduate)**

Required for Marketing concentration. A review of the various theories, models, and techniques that attempt to explain consumer behavior. The course consists of lecture-discussions of behavioral theories, the empirical findings of contemporary research, and case studies designed to illustrate the salient issues involved in developing consumer-oriented marketing strategies.

**MKT 555 is a prerequisite for this class.**

**MKT 546 | NEUROMARKETING AND PHYSIOLOGICAL MARKET RESEARCH | 4 quarter hours**

**(Graduate)**

How can marketers study consumer behavior and decision making if a large portion of our thoughts and emotions occur subconsciously? The answer lies in neuromarketing, which investigates people's emotional and cognitive responses to marketing stimuli by examining neural and physiological processes. In doing so, marketers can better understand consumer motivations. Neuromarketing's purpose is to supplement, not replace, traditional marketing tools as a one-size-fits-all approach is no longer viable in today's marketing environment. In recent years, neuromarketing has revealed groundbreaking insights about the consumer mind, resulting in improved marketing efforts that better serve customers.

**MKT 555 | MARKETING MANAGEMENT | 4 quarter hours**

**(Graduate)**

Students are provided with an overview of the marketing process for consumer-oriented firms. Focus is placed on decision-making that aligns a firm's market offerings with the wants and needs of targeted segments of customers within a continuously changing environment. Written cases/projects are part of the course assignment.

**MKT 558 | MARKETING ACROSS CULTURES: A GLOBAL PERSPECTIVE | 4 quarter hours**

**(Graduate)**

The course is structured to examine culture from two dimensions: a cross-cultural view, which compares local culture customs across various national marketing environments; and an intercultural approach where the focus is to exam the interaction between foreign firms and a host-country culture. Learning objectives: - Students will gain an understanding of cultural variables from a global perspective. - Students will gain the ability to compare and analyze national cultural similarities and differences across national, regional and global environments. - Students will gain the ability to recognize and analyze the interaction in marketing approaches between people and business groups who have different national/cultural backgrounds.

**MKT 555 is a prerequisite for this class.**

**MKT 560 | DIGITAL BUSINESS STRATEGY | 4 quarter hours**

**(Graduate)**

This course emphasizes the integration of digital transformation into business education, focusing on creating new revenue streams through data-driven strategies and transitioning to subscription-based models. It also prepares students to navigate competition with platform-based firms by understanding the dynamics between legacy and digitally-native companies.

**MKT 555 is a prerequisite for this class.**

**MKT 574 | SPORTS SPONSORSHIP MARKETING | 4 quarter hours**

**(Graduate)**

This course explores the impact of sports sponsorship marketing on professional teams, college sports, grass roots and international events including the World Cup and the Olympics. Students will learn how sponsorship interacts with key elements of the marketing mix including sales, advertising, public relations, promotion and cause marketing. Guest lecturers from major Chicago sports franchises and corporations play a defining role in the course. Students visit a leading marketing agency to gain an expert's perspective on Super Bowl advertising and marketing. Students will learn how effective sponsorship marketing creates an enduring emotional connection between brands, properties and consumers. MKT 574 and HSB 574 are cross-listed. A student can only take one of MKT 574 or HSB 574 for credit towards their degree.

**MKT 576 | EFFECTIVE BUSINESS COMMUNICATION | 4 quarter hours**

**(Graduate)**

This course is designed to expand the participant's communication skills through application of the principles of communication science and the psychology of persuasion in a contemporary business setting. Personal ethics and credibility are explored as important components of effective communication, both as individuals and as team members. Students are shown how to develop successful communication and message packaging strategies useful in a variety of communication venues including memos, meetings, briefings, interviews and individual and team presentations. Oral presentations and written communication techniques are explored including use of visuals, computer graphics, and layout techniques. The mechanisms of Speech Apprehension (stage fright) are presented as well as techniques for management and reduction of this common, debilitating phenomenon. Personal ethics and credibility are explored as important components of effective communication.

**MKT 577 | LEADING BUSINESS DEVELOPMENT | 4 quarter hours**

**(Graduate)**

This is a course designed for managers or future team leaders seeking to maximize their resources to achieve sound business results for their organizations and customers. Utilizing current practices, processes, and proven in-market techniques, students will learn to create and maintain a customer team that achieves results with the internal as well as external customer. Emphasis will be placed on: Team Leadership Skills, Profiling and Segmenting Customers, Managing Team Performance, Developing Business Plans and Relationships, internally and externally.

**MKT 583 | MONETIZING MARKETING STRATEGY | 4 quarter hours**

**(Graduate)**

The goal of every business strategy is to create profitable customers by delivering superior value. The way in which that strategy is monetized in the implementation process is critical to the success of the venture. The key focus of the course will be the development of useful processes and metrics through the marketing and selling activities to deliver customer and corporate value which will allow managers to monitor and measure individual corporate performance. Student learning will be assessed by a combination of class participation, weekly assignments, examinations, and team performance on final written proposals and presentations.

**MKT 555 is a prerequisite for this class.**

**MKT 588 | ECOMMERCE MARKETING | 4 quarter hours**

**(Graduate)**

This specialist seminar considers the theories and practices related to modern eCommerce retail in the marketplace. The emergence of eCommerce ("eComm") is primarily rooted in the adaptation of historical retailing strategy to digital and online business. As such, eComm involves many established theories and functions of retailing, including strategic management, the value chain, inventory, pricing, sales, branding, and merchandising.

**MKT 589 | MS MARKETING ANALYSIS CAPSTONE | 4 quarter hours  
(Graduate)**

The aim of the capstone course is to ensure that each graduate from the MSMA program will be able to solve complex marketing challenges using their analytical, marketing, and data storytelling knowledge gleaned from earlier coursework. The capstone course will involve analysis and data storytelling around three major marketing campaigns: customer acquisition campaigns, customer retention campaigns, and customer advocacy campaigns. Students will be provided with datasets that deal with these three campaigns and will be required to choose and then execute appropriate analytical methods, build a business presentation that explains the results of the analyses, and then present the project using a data-storytelling technique. Emphasis will be on providing minimal guidance and assessing a student's capabilities in analyzing, summarizing, and communicating the results to a business audience.

**MKT 534 is the prerequisite for this class.**

**MKT 595 | DIGITAL MARKETING ANALYTICS & PLANNING | 4 quarter hours  
(Graduate)**

Explores the emerging business models, rules, tactics, and strategies associated with this medium. Integration with other channels and marketing operations is stressed. Classes are discussion-based, drawing on current applied readings and cases from a variety of industries in both the business-to-business and business-consumer markets.

**MKT 555 is a prerequisite for this class.**

**MKT 596 | MOBILE MARKETING | 4 quarter hours  
(Graduate)**

Our course will examine fundamentals of mobile marketing strategy and tactical execution. We will utilize a mixture of recorded lecture, LinkedIn Learning, online discussion, and individual projects to guide our learning. Curriculum has been designed to bring relevant and current industry thought leadership to the classroom. Specific themes, modules and learning objectives for each week are included in the course schedule aligned to the following hierarchical model used to classify educational learning objectives into levels of complexity and mastery.

**MKT 555 is a prerequisite for this class.**

**MKT 793 | MARKETING INTERNSHIP | 1-4 quarter hours  
(Graduate)**

Internships provide an opportunity to obtain valuable professional experience and contacts in many areas of marketing e.g. advertising agencies, manufacturing, services, public relations agencies, and communications. The Department's internship coordinator will work with each student to obtain placement, if needed. Student will work for and study the marketing operations of the organization. Marketing internship may be taken, with approval of the coordinator, any quarter.

**MKT 798 | SPECIAL TOPICS | 4 quarter hours  
(Graduate)**

Content and format of this course is variable. An in-depth study of current issues in marketing.

**MKT 799 | INDEPENDENT STUDY | 4 quarter hours  
(Graduate)**

Available to graduate students of demonstrated capability for intensive independent work in marketing.