

Marketing Concentration--Management Major

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The Business and Management concentration in Marketing prepares students for careers in the dynamic and exciting fields of brand management, advertising, marketing research, and new product development. Five critical courses make up the concentration: *Advanced Marketing Strategy*, *Consumer Behavior*, *Integrated Marketing Communications*, *Applied Marketing Research*, and *Advanced Quantitative Analysis for Business Decisions*.

Students successfully completing this degree will be qualified to develop strategic marketing plans, articulate the financial and market impacts associated with implementing the plan, and apply statistical decision theory and market research data to support the plan.

Students will use marketing simulation, case studies, and real-world projects to create a challenging experiential learning environment using contemporary marketing concepts from the top marketing thought-leaders of today.

Goals:

- Understand the marketing process and its role in the profitable growth of a firm.
- Learn how to develop and translate marketing plans into executable marketing actions.
- Develop critical thinking skills for solving marketing problems in business situations.

Outcomes:

- Practice marketing from the perspective of the marketing team of a major consumer products firm.
- Apply the key concepts of marketing strategy development in a realistic simulation environment.
- Brand positioning and product design to execute a strategic marketing plan the success of which will be measured by sales revenue, net profit and the return on marketing investment.
- Understand how consumers make decisions regarding the purchase and use of products and services.
- Understand the social-psychological basis of the consumer's decision process and the internal and external factors that influence this process.
- Understand how consumer behavior is used in the development of marketing strategies.
- Understand the principles behind marketing communications and how to develop the key components of an integrated messaging strategy.
- Understand the purpose of traditional and digital communication media, when to use them and in what combination, to effectively achieve marketing and communication objectives.
- Be able to think critically in the evaluation of marketing problems for drawing sound conclusions about what actions company management needs to take based on insights from the research findings.

- Develop your ability to define marketing problems, translate them into research objectives and testable hypotheses using the appropriate research methodology and statistical analyses, and present your recommendations to management.

Careers for this Concentration:

- Sales
- Marketing Associate
- Public Relations Coordinator
- Consulting
- Social Media
- Advertising
- Market research
- Communications

Marketing Concentration Courses

MG 411	Consumer Behavior	3
MG 441	Integrated Marketing Communications	3
MG 416	Advanced Marketing	3
QM 370	Quantitative Methods for Marketing & Finance	3
Major/Concentration Elective		3
Major/Concentration Elective		3
Total Credits		18

Major/Concentration Electives -- Choose two from the following list:

AC		
MG		
EC		
FN		
CS		
DF		
QM		
CP		
MA 240	Introduction to Number Theory and Cryptology	3
MA 318	Cryptology	3
MA 370	Introduction to Operations Research	3
CJ 341	Cyber Law and Cyber Crime	3
CJ 442	Introduction to Computer Forensics	4
PY 210	Psychology of Leadership	3
AS 311	Air Force Leadership Studies	3
AS 312	Air Force Leadership Studies	3
AS 411	National Security Affairs/Preparation for Active Duty	3
AS 412	National Security Affairs/Preparation for Active Duty	3
MS 311	Military Science III	3
MS 312	Military Science III	3
MS 411	Military Science IV	3
MS 412	Military Science IV	3
NS 321	Naval Ship Systems I	3
NS 342	Small Unit Leadership Skills	2
NS 421	Naval Operations and Seamanship	3

NS 422	Leadership and Ethics	3
Modern Language (CN, FR, GR, SP)		

Marketing Minor

- Students seeking a minor in Marketing must obtain the approval of the School Director
- Must complete 6 courses with a grade of C or higher.

MG 314	Marketing Management	3
MG 416	Advanced Marketing	3
MG 441	Integrated Marketing Communications	3
PY 211	Introduction to Psychology	3
Any two of the following courses:		6
AC 441	Cost Accounting	3
MG 319	International Dimensions of Business	3
MG 448	Small Business Strategies	3
MG 450	Internship in Management	3
QM 370	Quantitative Methods for Marketing & Finance	3
Total Credits		18

Courses

MG 098 Junior Career Conference 1 Credit

This third year seminar focuses on evolving career decisions for Business & Management majors. Guest faculty are drawn from University Board of faculty members and associates with extensive real-world business acumen. Students will experience developing skills to prepare for entering the global workplace in their chosen fields and professions. 1 lecture hour.

MG 099 Senior Career Conference 1 Credit

This fourth year seminar focuses on evolving career decisions for Business & Management majors. Guest faculty are drawn from University Board of faculty members and associates with extensive real-world business acumen. Students will hone and finalize skills to prepare for entering the global workplace in their chosen fields and professions. 1 lecture hour.

MG 101 Introduction to Business 3 Credits

The purpose of this course is to introduce the student to the world of business. Students will learn about business organization and ownership and will survey union management relations, marketing, accounting, finance, international business, the legal environment, and the stock market. The course is designed to explore the relationship between social responsibility and profits in our free enterprise system. Prerequisite: permission of instructor required for upperclassmen.

MG 224 Principles of Entrepreneurship 3 Credits

This course provides an introduction to the creative and innovative managerial practices of successful entrepreneurship. This course reviews the significant economic and social contributions entrepreneurs provide to society, the intense lifestyle commitment, and the skills necessary for entrepreneurial success. This course provides an overview of the entrepreneurial process. Prerequisites: not open to freshmen students.

MG 305 Introduction to Sports Management 3 Credits

This course will provide an overview of the sports industry from the perspective of variety of stakeholders in the industry. It covers the major business disciplines of management, marketing, finance, operations, information technology, accounting, communications, ethics and law. 3 lecture hours.

MG 309 Management of Organizations 3 Credits

A study of the functions of modern management: planning, organization, staffing, leading, and controlling. This study is applicable to the management of military, government, educational and non-profit, as well as business organizations. The ethical and social responsibilities of management and contemporary challenges such as the internationalization of organizations are integrated in all aspects of this course. Prerequisites: junior or senior standing or permission of instructor.

MG 310 Production/Operations Management 3 Credits

Principles and applied study of the operation of manufacturing and service organizations. Managerial tools and diagnostics, decision-making, and financial management are introduced. Problems of small, medium, and large-sized businesses are studied. Prerequisites: QM 213.

MG 314 Marketing Management 3 Credits

This course immerses the student in the strategies and processes of marketing management - market analysis, segmentation, targeting and positioning, and the implementation and evaluation of marketing plans. When the student has completed this course they will understand how a marketing plan is developed and have the skills necessary to identify, analyze and solve marketing problems. Prerequisite: EC 202 or permission of instructor. 3 lecture hours.

MG 319 International Dimensions of Business 3 Credits

This course is designed to familiarize the student with the basic concepts and terminology of international business, and to gain an appreciation of the differences in social, political, and economic conditions among nations and how these affect the conduct of business and trade between nations. Topics include comparative cultural, political, and economic environments, international trade theory and policy, foreign exchange and exchange rate determination, the dynamics of international business-government relationships, and corporate policy and strategy of the multinational firm. Prerequisite: EC 201 or EC 202.

MG 341 Business Law I 3 Credits

A study of the law and legal system as they affect business. Topics include the court system, constitutional law, torts, criminal law, contracts, property, and the Uniform Commercial Code. In discussing business law, students will learn how morality and social responsibility are integrated into our legal system. Each student will be required to prepare a paper outlining ethical standards based on the student's life experiences. Prerequisite: junior or senior standing.

MG 346 Business Law II 3 Credits

A continuation of the analysis of the legal dimension of business operations that was developed in Business Law I. Special emphasis will be given to the legal environment as it relates to the accounting student's professional certification. Topics include bankruptcy, commercial paper, secured transactions, agency, corporations, and partnerships. Prerequisite: MG 341 or permission of instructor.

MG 351 Organizational Behavior 3 Credits

This course considers the individual, the nature of organizations, and the issues resulting from the dynamic relationship of people in organizations. The course addresses such topics as learning, personality, motivation, organization structure, leadership, ethics, communication, and change.

MG 360 Health Economics & Policy 3 Credits

This course introduces students to principles of health economics and public policy in health and social welfare. Topics include support for public health, policy intervention in health determinants, the relationship between government regulation and market competition, the demand for healthcare, and the supply of services. This course will enable students to apply economic reasoning to the health-care challenges facing society. Prerequisite: One semester of college level mathematics or QM 213.

MG 408 Human Resources Management 3 Credits

The management of human resources is one of the most challenging and critical aspects of contemporary organizational functions. This course addresses such issues as the nature of the American labor force, equal employment opportunity, personnel planning and staffing, compensation, employee well-being and job security, and collective bargaining. In addressing these issues attention is given to the ethical, legal, and moral questions involved. Prerequisite: MG 309 or permission of instructor.

MG 409 Organizational Leadership 3 Credits

This course prepares students to apply leadership principles to the roles they play as managers. Students will discover more about themselves and learn more about the connection between the individual and the organization. Other topics include organizational culture, structure, group behavior, motivation, power, politics, organizational change, and workplace conflict.

MG 411 Consumer Behavior 3 Credits

This course is designed to help the student understand the concepts of consumer behavior that provides the basis for marketing strategies. Students will gain an understanding of how consumers make decisions regarding the purchase and use of products and services and the internal and external factors that influence this process. Prerequisite: MG 314.

MG 416 Advanced Marketing 3 Credits

In this course students will examine the key concepts and issues in developing a marketing strategy from the perspective of the corporate and SBU decision-maker. The course will take students through the process for formulating marketing strategies under various market conditions, for developing strategic and tactical marketing action plans, and how to evaluate and control a marketing plan and budget. Students undertaking this course will be required to use knowledge gained from previous marketing subjects in completing course assignments. Prerequisite: MG 314.

MG 426 Marketing Research 3 Credits

This course explores the process and tools for data collection and analysis used to solve marketing problems. In addition, the subject addresses when marketing research is appropriate and how to define the research problem, as well as the role of marketing research in marketing decision making. This course will provide students with practical experience in the use of computer based data analysis techniques and make students aware of the biases and limitations inherent in various research methodologies. Prerequisites: QM 213, MG 314.

MG 429 Seminar in Advanced Management I 3 Credits

A topics course addressing managerial problems in various environments. Prerequisites: MG 309, MG 310, FN 311, and MG 314.

MG 441 Integrated Marketing Communications 3 Credits

This course will provide students with the necessary knowledge and skills to develop appropriate communication strategies consistent with strategic marketing principles. The role of communications in the client organization's marketing plan is emphasized. The concept of Integrated Marketing Communication (IMC) for coordinating the individual communication elements of advertising, direct marketing and public relations to achieve specific marketing objectives is stressed. Prerequisite MG 314. 3 lecture hours.

MG 441S Integrated Marketing Communications 3 Credits

This course will provide students with the necessary knowledge and skills to develop appropriate communication strategies consistent with strategic marketing principles. The role of communications in the client organization's marketing plan is emphasized. The concept of Integrated Marketing Communication (IMC) for coordinating the individual communication elements of advertising, direct marketing and public relations to achieve specific marketing objectives is stressed. Students will complete a 40 hours practicum working with the NU Athletic Program and 3 lecture hours, plus 1 cr. (40 hours) Practicum. Prerequisite MG 314. 3 lecture hours.

MG 448 Small Business Strategies 3 Credits

A course that integrates the functional areas of management-human resources, finance, marketing, and operations they uniquely affect the small business enterprise. Case studies and lectures develop the student's problem solving abilities. Prerequisites: MG 309, MG 310, FN 311, and MG 314.

MG 449 Administrative Policy and Strategy 3 Credits

A capstone course designed to integrate the students' undergraduate studies. Case studies, collaborative assignments, writing assignments and oral presentations provide opportunities to synthesize and apply the knowledge gained from courses in the management program. A comprehensive Division examination is included in this course. Prerequisites: MG 309, MG 310, FN 311, and MG 314.

MG 450 Internship in Management 3 Credits

The internship program is designed for students who want to apply their studies by working with a business, industry, or public agency. The student will be required to work closely with a faculty supervisor to develop and implement a structured experience tailored to the career goals of the student. Prerequisites: senior standing and written consent of the department chair and internship committee. Normally only available during the summer.