

Marketing

Professor D. William Jolley, Associate Professor Nasim Hosein and Thomas Yandow; Visiting Associate Professor Peter Appleton.

The Business and Management minor in Marketing prepares students for careers in the fields of brand management, marketing analytics, digital /social media marketing, customer experience management and new product marketing.

Students successfully completing this minor will be qualified to interpret and understand strategic marketing plans, articulate the financial and market impacts associated with implementing those plans, and apply and utilize statistical decision-making theory to market data. Students will use marketing simulations, 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 an international 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 Minor:

- Brand Management
- Marketing Analytics
- Digital/Social Media Marketing
- Customer Experience Management
- New Product Marketing

Minor

Marketing Minor 2020-2021 Catalog

Approval of the School Director is required to declare this minor.

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
MG 426	Marketing Research	3
Select Two of the Following:		6
MG 319	International Dimensions of Business	3
PY 211	Introduction to Psychology	3
MG 450	Internship in Management	3
Total Cr.		18