

# MARKETING (MARKETNG)

## Courses

### MARKETNG 694 MARKETING SEMINAR 3 Units

Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

### MARKETNG 716 MARKETING 2 Units

Analysis of the institutional, behavioral, competitive, legal, and intra-firm aspects of the marketing function in business and other organizations.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 731 QUANTITATIVE ANALYSIS FOR BUSINESS 3 Units

Applications of advanced statistical methods to managerial problems of prediction, inference, parametric and nonparametric, and decision making under uncertainty. Topics emphasized are multiple regression and time series.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 747 MARKETING STRATEGY 2 Units

Marketing Strategy reviews topics related to marketers' strategic efforts. It focuses on the Marketing Plan and offers students the opportunity to run a simulation, which will allow them to make specific choices related to Product, Promotion, Pricing and Distribution issues and gain feedback about the validity of their decisions.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 751 CONSUMER INSIGHT & CUSTOMER EXPERIENCE 3 Units

The study of the behavior of consumers, including research methods and findings from the behavioral sciences, with emphasis placed on how marketing managers apply those ideas to manage the customer experience. The strategic implications of segmentation, targeting, and positioning will be explored in depth.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 761 INTERNATIONAL MARKETING 3 Units

Fundamental aspects of international business will be studied. Emphasis is placed on decision making in an international setting and appraisal of market opportunities worldwide. A multinational assignment enables students to experience issues associated with doing business outside one's home country.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 766 ETHICS IN THE MARKETPLACE 2 Units

This course focuses primarily on issues related to the business/customer relationship, with customers being defined as both other organizations and consumers. The course emphasizes current issues such as privacy rights, pricing ethics, promotional tactics and targeting. Students will discuss topics, analyze cases, and write essays defending their opinions and suggesting strategies. Examples of both exemplary and poor business behavior provided.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 767 ENTREPRENEURIAL MARKETING STRATEGY 3 Units

The course explores the intersection of marketing and entrepreneurship to address key marketing strategies for small and start-up businesses, product launches, and entrepreneurial marketing strategies that can benefit all organizations. Students will apply an entrepreneurial mindset and marketing concepts to address strategic challenges confronting marketers in entrepreneurial ventures through various learning tools such as case studies, marketing audits, and strategic marketing plan development for a new or small/growing firm.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 770 BRAND MANAGEMENT 3 Units

This course exposes students to contemporary thought about brands and branding, the interaction between brands and consumer culture, and the strategies for building strong brands. Specific topics include brand identity, brand positioning, brand meaning, as well as how the brand guides strategic decisions about the elements of the marketing mix.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM; M.S. MARKETING STUDENTS MUST COMPLETE 18 CREDITS OF MARKETNG 730 OR HIGHER

### MARKETNG 772 DIGITAL MARKETING 3 Units

This course provides students with applied and theoretical knowledge of digital marketing, which is necessary to understand how the Internet and related technologies have and will continue to impact marketing practices. Topics covered include online advertising, search engine optimization, paid search, web analytics, email marketing, social media marketing, and online brand building.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 777 ARTIFICIAL INTELLIGENCE IN MARKETING 3 Units

Advances in artificial intelligence, machine learning, and data science are revolutionizing the field of marketing. This course examines artificial intelligence from a strategic perspective, exploring how artificial intelligence and data analytics can be applied to marketing strategy, branding, new product development, advertising, sales, and customer service.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

### MARKETNG 790 WORKSHOP *Repeatable* 1-6 Units

Variable topics. Group activity oriented presentations emphasizing `hands on` and participatory instructional techniques.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

### MARKETNG 793 PRACTICUM 1-3 Units

This course provides students, under the direction of a faculty advisor, the opportunity to apply their theoretical backgrounds in settings ranging from internships in a marketing setting to other approved activities related to the practice of a marketing professional. A learning contract will be developed by the faculty advisor, professional supervisor (if applicable), and student that clearly delineates the expectations and responsibilities of each party involved in the practicum.

### MARKETNG 794 SEMINAR *Repeatable* 1-6 Units

Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

### MARKETNG 796 SPECIAL STUDIES *Repeatable* 1-3 Units

Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

**MARKETNG 798 INDIVIDUAL STUDIES *Repeatable* 1-3 Units**

Study of a selected topic or topics under the direction of a faculty member.

PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

**MARKETNG 799 THESIS RESEARCH 1-6 Units**

Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.

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