

MARKETING (MARKETNG)

Courses

MARKETNG 210 MARKETING FOR INFLUENCERS AND CREATORS 3 Units

Dive into marketing with this dynamic course tailored to the modern-day creator. Learn how to critically assess marketing strategies, develop and manage a personal brand, and cultivate an engaged audience through unique content. Explore real-world examples, hear from industry professionals, and work hands-on to bring your personal marketing vision to life. Suitable for all majors, this course equips students with practical tools and insights to elevate their personal brand or creative venture. PREREQ: MINIMUM SOPHOMORE STANDING AND 2.00 CUMULATIVE GPA

MARKETNG 211 PRINCIPLES OF MARKETING 3 Units

A study of the activities involved in the distribution of goods and services in a system-analysis framework. Examines consumer buying behavior and marketing functions within the firm. Investigates constraints imposed on decision makers and evaluates the performance of marketing in terms of social and economic efficiency. PREREQ: MINIMUM SOPHOMORE STANDING AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 212 PRINCIPLES OF SELLING 3 Units

An introduction to the art and science of selling and persuasion, focusing on communication skills, selling theories, techniques, and practices. This experiential "learning by doing" class utilizes interactions with business professionals to improve your skills. This course will also develop your understanding of the latest business and communication technologies, including artificial intelligence (AI) and its applications. PREREQ: MINIMUM SOPHOMORE STANDING AND ((COBE MAJOR: ADMISSION TO UPPER DIVISION BUSINESS COURSES AND 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 UNITS AND 2.00 CUMULATIVE GPA))

MARKETNG 321 MARKETING RESEARCH 3 Units

Methods of planning and carrying out marketing and consumer research studies. Problem formulation, exploratory research, questionnaire construction and design, observational and sampling techniques, conducting surveys, data analysis, reporting, interpretation of findings and implementation of recommendations. PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 337 RETAIL MANAGEMENT 3 Units

This class addresses the particular issues related to marketing to ultimate consumers. Particular attention is given to the role of retailing in the economy, retail mathematics, merchandising, technology, and global expansion. PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 350 MARKETING COMMUNICATIONS AND ARTIFICIAL INTELLIGENCE 3 Units

Unlock the future of marketing with our hands-on course on marketing communications with artificial intelligence (AI). Dive deep into the foundational marketing and communications concepts that drive successful campaigns while leveraging the power of AI to supercharge creative development, planning, and evaluation. Engage in experiential learning as you research, create, and develop your own AI-augmented marketing communications plan. PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 351 INTRODUCTION TO DIGITAL MARKETING 3 Units

Technological changes and the "always connected" consumer force marketers to continually evolve. The basics of emerging digital marketing media, artificial intelligence (AI), and related techniques for reaching online consumers across multiple devices are covered. The course explores AI and digital marketing's transformative impact on traditional marketing practices and privacy. Students will analyze and interpret digital marketing data to evaluate marketing strategies and generate recommendations. PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 352 SOCIAL MEDIA AND CONTENT MARKETING 3 Units

Social media is rapidly changing the marketing landscape. Marketers who previously relied on mass media to broadcast messages are faced with the challenge of interacting with digitally empowered consumers. This course explores the impact of social media and other communications technologies on marketing strategy, marketing communications, and marketing research. PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 353 ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE 3 Units

Digital marketing and artificial intelligence (AI) allow marketers to deliver relevant communications. Strategies for effectively leveraging AI for digital marketing efforts are explored with a focus on understanding digital analytics and developing digital content. Emphasis is placed on search engine marketing and digital advertising, including SEO and paid search, and optimizing other AI-driven digital strategies. PREREQ: MARKETNG 211 AND MARKETNG 351 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 360 ENTREPRENEURIAL MARKETING 3 Units

The course focuses on key marketing strategies relevant for new businesses and/or new product launches. Students will apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned for developing comprehensive entrepreneurial marketing plans. PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 361 INTERNATIONAL MARKETING 3 Units

The course provides a critical assessment of global market opportunities and of the tactics and strategies for marketing of goods and services across national boundaries. Covered in the course are global marketing environment, modes of market entry, and of managing marketing mix variables in a foreign setting.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 370 EXPERIENTIAL MARKETING 3 Units

Experiential Marketing explores the unique characteristics and strategic approach to creating and marketing immersive customer experiences around brands, events, and other in-person programs. The course utilizes an experiential learning approach to explore marketing activities that create and promote engaging experiences that strengthen customers' relationships with brands, events, and sponsors.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 371 SPORTS MARKETING 3 Units

Sports Marketing examines marketing strategies used by sports brands to attract and retain fans. Detailed consideration is given to sports as a product and service and managing the development, positioning, and promotion of sports brands. Students will develop a sports marketing plan aligning marketing strategy, sponsorship, and growth strategies.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 372 SERVICES MARKETING 3 Units

Investigates the nature and scope of services and how they are marketed compared to products. Emphasis is given to developing marketing mix strategies to acquire, grow, and retain a loyal customer base. Services marketing is examined in a variety of experiential contexts, including sports, tourism, entertainment, and related industries.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 400 ARTIFICIAL INTELLIGENCE AND MARKETING INNOVATION 3 Units

This course explores the intersection of artificial intelligence (AI), technology, and marketing innovation. Emphasis is placed on how AI is revolutionizing traditional approaches to product innovation, from ideation and concept testing to product launch. Through a blend of theory and practice, the course equips students with the skills necessary to innovate and succeed in the realm of marketing.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 412 BUSINESS TO BUSINESS MARKETING 3 Units

An in-depth examination of the distinct world of business-to-business (B2B) marketing, this course develops your understanding of how and why businesses attract and initiate relationships in commercial, governmental, and institutional markets. The course uses current events and examples to look at all aspects of the marketing and sales process and the latest technological advances, including artificial intelligence.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 420 CONSUMER BEHAVIOR 3 Units

Survey of social science theories pertinent to information processing, human behavior, and social interaction. Emphasis is placed on using this information to develop marketing strategies.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 431 SALES MANAGEMENT 3 Units

Sales has a unique and critical position in every organization that requires an equally unique approach to management. This course examines the critical role of sales force design, management, and leadership of the sales function, which is essential to all organizations. It looks at contemporary issues such as ethics, managing in a global environment, generational differences, diversity in the salesforce, and the profound transformation of sales enablement through technologies such as artificial intelligence.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 442 LOGISTICS 3 Units

Analysis of the problems encountered in the physical movement of goods from the end of production to the consumer. Surveyed in this course are various techniques and methods for analyzing spatial arrangements of markets, plant and warehouse location, inventory systems, selection of carrier alternatives and selection of physical movement channels.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 444 OMNICHANNEL MARKETING 3 Units

Introduction to omnichannel marketing, including direct mail, lead generation, circulation, loyalty programs, store traffic building, fundraising, pre-selling, post-selling, and research. The interactive nature of omnichannel marketing initiatives that use one or more media to generate a traceable and measurable response from the target audience is emphasized.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 445 MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE 3 Units

Advancing technology is enabling marketers to create individualized customer relationships in situations where previously such relationships were not possible. This course is designed to increase students' understanding of how technology is used to design and implement marketing strategies. Special attention will be devoted to the application of marketing analytics and artificial intelligence to marketing strategy.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 450 SALES NEGOTIATION AND CONFLICT RESOLUTION 3 Units

A combination of art and science, negotiation involves securing agreement between interdependent parties. Topics include analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and managing conflict. Role-playing, as a key component of the class, offers students the opportunity to develop their negotiating skills.

PREREQ: MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 460 ADVANCED SALES 3 Units

Sales is critical to the success of all organizations. This course examines advanced sales processes, strategies, and techniques practiced through experiential opportunities with business professionals. In addition, you will explore building strong customer relationships, negotiation strategies, career management, and the latest sales enablement technologies, including artificial intelligence.

PREREQ: MARKETNG 211 AND MARKETNG 212 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA))

MARKETNG 465 SALES TEAM PRACTICUM 3 Units

The Sales Team Practicum is designed for students seeking intensive preparation for regional, national, and international sales competitions. Students will be mentored by sales faculty, experienced sales student coaches, and business sales professionals.

MARKETNG 479 CAPSTONE IN STRATEGIC MARKETING 3 Units

This capstone course covers the organization and coordination of the total marketing program, bringing together knowledge gained in prior marketing courses. The focus of the course is on planning marketing activities, including the marketing mix, marketing research, demand forecasting, and profitability analysis. You will gain experience in developing strategies to aid in the firm's ability to adjust to competitive trends and changing market conditions. In addition, you will develop skills in decision-making to achieve well-defined objectives.

PREREQ: SENIOR STANDING AND MARKETNG 211 AND ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA)) COREQ: PRIOR COMPLETION OR CONCURRENT ENROLLMENT IN MARKETNG 321

MARKETNG 491 TRAVEL STUDY *Repeatable* 1-3 Units

Variable topics. Faculty-led courses abroad.

PREREQ: ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA)) AND INSTRUCTOR CONSENT

MARKETNG 493 INTERNSHIP IN MARKETING 3 Units

Internships offer students an opportunity to merge course work with day-to-day activities in business. A marketing internship consists of a structured-supervised work experience. A minimum of 150 hours of work is required for a 3-credit internship. No more than 3 internship credits will apply towards a major or minor.

PREREQ: MINIMUM SOPHOMORE STANDING AND 2.50 CUMULATIVE GPA AND DEPARTMENT CONSENT

MARKETNG 494 MARKETING SEMINAR 3 Units

Directed reading and research involving group or individual projects in the marketing field. Use of extensive bibliographical and case materials. Class discussion and participation. Concentration in special problem areas of marketing. Seminar papers.

PREREQ: ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA)) AND INSTRUCTOR CONSENT

MARKETNG 496 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. Repeatable.

PREREQ: ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 2.00 CUMULATIVE GPA))

MARKETNG 497 EXCHANGE STUDY *Repeatable* 1-12 Units

Variable topics.

PREREQ: ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA)) AND INSTRUCTOR CONSENT

MARKETNG 498 INDEPENDENT STUDY IN MARKETING 1-3 Units

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

PREREQ: ((COBE MAJOR: 2.50 CUMULATIVE GPA) OR (NON-COBE MAJOR/MINOR/COBE MINOR: 60 CREDITS AND 2.00 CUMULATIVE GPA)) AND INSTRUCTOR CONSENT