

MARKETING (MKT)

MKT-301 PRINCIPLES OF MARKETING (3 Credits)

An in-depth analysis of marketing functions. Topics include consumer behavior, product planning, pricing, distribution and promotion.

MKT-302 CONSUMER BEHAVIOR (3 Credits)

Examination of theory and recent research concerning buyer decision processes. Interdisciplinary studies of individual, family and organizational purchases behavior are examined. Present and potential applications for marketing in the public and private sector are discussed.

Prerequisite(s): Take MKT-301

MKT-303 SALES MANAGEMENT & PERSONAL SELLING (3 Credits)

Management of the personal-selling function in both industrial and consumer goods firms. Topics include personal selling and marketing strategy; organizational of the sales force; recruiting; training, motivating, compensation and evaluating sales personnel; and controlling the sales effort.

Prerequisite(s): Take MKT-301

MKT-304 FASHION MARKETING (3 Credits)

This course is designed to provide students with conceptual skills in applying basic marketing and business principles specifically to the fashion industry. The course will cover multiple topics of interest to advance students' understanding of an increasingly globalized industry with an emphasis on branding, consumer relationship management, and current marketing issues within the industry.

Prerequisite(s): TAKE MKT-301

MKT-305 CHANNELS OF DISTRIBUTION (3 Credits)

An analysis of the institutional structure of the channel which creates and distributes product assortment to specific markets. Special emphases on decision making in channel design, communication, leadership, conflict and control.

Prerequisite(s): Take MKT-301

MKT-306 INTEGRATED MARKETING COMMUNICATION (3 Credits)

An effective integrated marketing communication strategy is one that has one overall message, but is delivered to consumers in parts, through different channels of communication. Each channel has its own unique advantages and disadvantages, which contribute to which channels deliver which parts of a message. Students in this course will gain knowledge about how integrated marketing communications strategies are developed and implemented. This includes the relationship between an integrated marketing communications strategy and other levels of an institution's strategy; the various roles that exist, from the marketing department to advertising agencies, and research related to development and effectiveness of an organization's integrated marketing communications strategy.

Prerequisite(s): Take MKT-301

MKT-308 DIGITAL MARKETING (3 Credits)

This course provides students with knowledge of how the principles of marketing are brought to digital channels. Search Engine Optimization provides students with the tools they need to manage a website's ranking on search engines and the power of search engine analytics. This is combined with techniques to apply other marketing topics to digital channels such as social media and mobile device marketing.

Prerequisite(s): Take MKT-301

MKT-309 SPORTS MARKETING (3 Credits)

This course exposes students to special considerations necessary when applying marketing theory and practice to the area of sports. Upon successful completion of the course, students are expected to develop a better understanding of sports as a marketable commodity and to appreciate the intricacies of sports marketing.

Prerequisite(s): Take MKT-301

MKT-310 EVENT & SPONSORSHIP MARKETING (3 Credits)

This course investigates two interrelated topics: Event Marketing and Sponsorship. The first half of the course focuses attention on event marketing including event planning, generating revenue and strategic partnerships. The second half of the course focuses on sponsorship including measuring sponsorship's effectiveness, selling sponsorships, and understanding the interrelationships between advertising, sponsorships and celebrity endorsers. In addition, "naturally occurring events" such as the Super Bowl and Olympics will provide case study material for discussion.

Prerequisite(s): Take MKT-301

MKT-311 AMER. ADVERTISING FEDERATION (3 Credits)

This course is built upon a competition (National Student Advertising Competition) that is sponsored by the American Advertising Federation. Each year, a corporate sponsor provides an assignment or case study outlining the history of its product and current advertising situation. The case study is always candid and reflects a real world situation. Students must research the product and its competition, identify potential problem areas and devise a completely integrated communications campaign for the client. Each student team then "pitches" its campaign to a panel of judges. Regional NSAC competitions are held each spring in 15 district throughout the U.S. The team in each district and one wild card team then advances to compete on the national level at the AAF National Conference in June. St. Bonaventure University participates in the competition.

Prerequisite(s): Take MKT-301

MKT-340 MANAGING INNOVATION (3 Credits)

Prerequisite(s): Take MKT-301

MKT-402 MARKETING RESEARCH (3 Credits)

An analytical approach to investigating consumer markets and collecting and analyzing relevant marketing information. Topics include problem definition, data collection methods, questionnaire design, editing and coding, statistical analysis and interpretation and presentation of results.

Prerequisite(s): Take MKT-301 QMX-212

MKT-403 SOCIAL MEDIA & INFLUENCER MARKETING (3 Credits)

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace. These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

Prerequisite(s): TAKE MKT-301

MKT-405 INTERNATIONAL MARKETING (3 Credits)

An in-depth analysis of the concepts that involve the marketing operations of multinational markets, foreign corporation and the effect they have on international business.

Prerequisite(s): Take MKT-301

MKT-406 BRAND IDENTITY & COMMUNICATION DESIGN (3 Credits)

This course is an application-based course that will train students on how brands use design fundamentals to create a consistent and integrated identity. This helps create long-term brand equity and value for the company. The exploration of brand identity from a research-based perspective, encouraging the use of known parameters that impact brand recall and customer loyalty is something that will help corporations build strong brands and reduce reliance on unproven subjective preference-based decisions. This course trains students in graphic design software along with theory in the effect of aesthetic choices on marketing outcomes. Students will be creating new and redesigning existing brands and learning the basics of testing their decisions.

Corequisite(s): MKT-301 MKT-306

MKT-407 QUANTITATIVE MARKETING MODELS (3 Credits)

The application of management science techniques to marketing problems to assist the students in developing their capacity to understand, build and implement quantitative models.

MKT-410 Contemp. Issues and Topics in Marketing (3 Credits)

This course is the undergraduate marketing capstone. Each week a different topic that is important to contemporary marketing practices and theory will be covered. The course is seminar style, supported by a combination of case studies and applications of the contemporary topics by students to outside-world situations. Students will apply the knowledge they gained throughout the program to these topics and learn how they are interrelated within marketing as well as with other areas of an organization, including other business disciplines.

Restrictions: RG.86+

MKT-499 SPECIAL TOPICS IN MARKETING (1-3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

Restrictions: RGC.119

MKT-499FM SP TOP: FOOD MARKETING (3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

MKT-499FS SP TOP:FOOD SYSTEMS (3 Credits)

This course will examine major structural elements of the US food system and will seek to understand issues that can lead to food system failures including food insecurity, food waste, food deserts and food swamps. It will also examine innovation solutions that are emerging to address these challenges.

Prerequisite(s): Take MKT-301

MKT-499J NEW PRODUCT DEVELOPMENT (3 Credits)

Prerequisite(s): TAKE MKT-301

MKT-499MA SP TOP:MARKETING ANALYTICS (3 Credits)

Prerequisite(s): Take MKT-301 & QMX-212

MKT-499N SOCIAL MEDIA MARKETING (3 Credits)

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace. These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

MKT-499NP NONPROFIT MARKETING (3 Credits)

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace. These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

MKT-499P SPECIAL TOPICS:ADVERTISING & DIGITAL DESIGN (3 Credits)

"This course is an application-based course that will train students on how brands use design fundamentals to create a consistent and integrated identity. This helps create long term brand equity and value for the company. The exploration of brand identity from a research-based perspective, encouraging the use of known parameters that impact brand recall and customer loyalty is something that will help corporations build strong brands and reduce reliance on unproven subjective preference-based decisions. This course trains students in graphic design software along with theory in the effect of aesthetic choices on marketing outcomes. Students will be creating new and redesigning existing brands and learning the basics of testing their decisions."

Corequisite(s): MKT-301

MKT-499Q FASHION MARKETING (3 Credits)

This course explores the business of fashion as it relates to marketing.