

Marketing Strategy and Planning Badge

Course Descriptions

MKT 2350 - Consumer Behavior (offered both Fall/Spring semesters online asynchronous)

MKT 3440 - Advertising and Integrated Marketing (offered Fall only online asynchronous)

MKT 3370 - Marketing Strategy (offered Fall only in-person)

MKT 2350 Consumer Behavior

This course will provide students with an understanding of consumer behavior that is essential to strengthening marketing knowledge and developing marketing strategy. The course employs a cross-disciplinary approach (marketing, economics, psychological and sociological theories) to understand consumer attitudes and behavior and to analyze customer reaction to products and services. This course will help students improve comprehension of the marketing environment, the marketer and the consumer through various aspects of the marketing program.

MKT 3440 Advertising and Integrated Marketing Communications

This course explores the development of advertising and promotions through the lens of integrated marketing communications (IMC). Students are introduced to the fundamentals of IMC, and learn to examine and apply an integrated approach to ensure consistency of creative strategy and execution. This approach focuses on the importance of incorporating all the elements of the marketing mix online and offline so that students learn how each of these areas can be combined into seamless communications programs that promote and build brands and businesses.

MKT 3370 Marketing Strategy

Marketing strategy is a vital component of a firm's overall business strategy and planning activities. The focus of this course is to understand and apply concepts, theory and methods used by companies to create and maintain differentiating and sustainable competitive advantages. Students are encouraged to use critical thinking, analytical skills and use a variety of planning tools to develop strategic and actionable marketing plans for the firm or organization.