

# DEPARTMENT OF MARKETING

The Department of Marketing seeks to empower students with the knowledge and tools necessary to compete successfully in today's challenging global business environment. Ethical considerations, international aspects and cultural diversity topics are included throughout the department's programs of study. The department aims to offer high-quality teaching and a small-group learning environment. Through a variety of classroom and internship experiences, and global exchange programs, majors are prepared to apply academic concepts to business situations and also to use them as personal resources in planning their future. In addition, students are prepared to enhance their knowledge of the field through active pursuit of lifelong learning. In support of these objectives, the department offers resources to carry out and enhance faculty activities such as classroom teaching, supervision of internships and independent studies, individual and club advising, professional development, research and the ongoing development of these majors.

- Bachelor of Science in Marketing (<http://catalog.qu.edu/business/marketing/marketing-bs/>)
- Bachelor of Science in Biomedical Marketing (<http://catalog.qu.edu/business/marketing/biomedical-marketing-bs/>)
- Minor in Marketing (<http://catalog.qu.edu/business/marketing/marketing-minor/>)

## Marketing (MK)

### **MK 201. Marketing Principles. 3 Credits.**

This course surveys marketing from the decision-making point of view, with emphasis on the conceptual and analytical components of the subject, and a synthesis of new marketing concepts with economics, behavioral sciences and mathematics.

**Offered:** Every year, All

### **MK 210. Consumer Behavior. 3 Credits.**

The central role of the consumer in initiating or determining the fate of the firm's marketing effort is emphasized. The course draws on theories from psychology, sociology, anthropology and economics to help understand and anticipate consumer behavior as individuals or groups. Current models of consumer behavior are surveyed.

**Prerequisites:** Take MK 201.

**Offered:** Every year, Fall and Spring

### **MK 301. Internet Marketing. 3 Credits.**

This course explores the rapidly evolving world of Internet marketing and examines the strategies and tactics that firms can use to utilize the Internet as an effective marketing tool. Students discuss search engine marketing, social media tools, web site design and Internet advertising. The course also examines the role of the Internet as a channel of distribution

**Prerequisites:** Take MK 201.

**Offered:** Every year, Spring

### **MK 312. Advertising. 3 Credits.**

Current practices in advertising including strategy and planning, copy and layout, media selection and scheduling, and budgeting are examined. Advertising is considered from the inception of researched ideas and concepts through the completed presentation. Students gain experience in creating advertisements for the major media.

**Prerequisites:** Take MK 201.

**Offered:** Every year, Spring

### **MK 315. Media Planning. 3 Credits.**

This course considers strategic media planning and its role in advertising and marketing. Emphasis is on the strategic and creative selection, scheduling and evaluation of traditional and non-traditional media vehicles to effectively and efficiently deliver advertising messages to target audiences. Students examine the relative strengths of various media and scheduling options for advertising both goods and services, and learn tools and techniques used to analyze media opportunities (e.g., computerized allocation software and/or other modeling techniques). Students gain hands-on experience through development of a media plan.

**Prerequisites:** Take MK 201.

**Offered:** As needed

### **MK 320. Marketing Research. 3 Credits.**

Students learn to understand and satisfy marketing managers' information needs: demand potential, competition, regulations and accepted procedures in relevant business/geographic areas. The course covers research design, quantitative and qualitative data collection, data analysis and implications of results. Written/oral reports are expected. This methodological course assumes a basic understanding of marketing in a global environment.

**Prerequisites:** Take MK 201 and one course from: MA 170, MA 206, MA 275 EC 272 or PS 206.

**Offered:** Every year, Fall and Spring

### **MK 321. Marketing Analytics. 3 Credits.**

Topics covered in this course include market segmentation, marketing mix analysis, product bundle optimization and social network analysis. Students are introduced to the basics of effective visual presentation of quantitative information. Weekly assignments with real business data allow students to explore a variety of analytic techniques and answer actual problems. Students leave with a knowledge of a variety of advanced techniques, in-demand analytic reasoning skills and an understanding of methodological debates, trade-offs and resource allocation for data projects.

**Prerequisites:** Take MK 320 or MK 370

**Offered:** Every year, Fall

### **MK 324. Business-To-Business Marketing. 3 Credits.**

This course examines the development of marketing strategies of firms that market to other firms or organizations. Integrating characteristics that distinguish business markets from consumer markets throughout the semester, topics include unique aspects of selecting target markets and elements of the marketing mix. Cases, projects, articles and exercises stress the problems facing actual business marketing firms today.

**Prerequisites:** Take MK 201.

**Offered:** Every other year, Spring

### **MK 326. Fashion Marketing. 3 Credits.**

This course introduces students to many facets of the fashion industry from the design of a product through the consumer purchase. The class covers several fashion-related topics including design elements; fashion psychology and consumer behavior; social media marketing; sustainable and ethical sourcing and disposal; fashion financials and analytics; retail merchandising and global fashion supply chains. Students also get to participate in an experiential project designed to allow them to create a marketing plan for a fashion business idea.

**Prerequisites:** Take MK 201.

**Offered:** As needed

- MK 332. Integrated Marketing Communications. 3 Credits.**  
This course focuses on theory, application and practice associated with the management of marketing communications activities. Students consider strategic implications of integrated communication, and examine promotional tools, such as advertising, special promotions, Internet/mobile, direct marketing, personal selling, public relations, publicity and display.  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, Spring
- MK 333. Marketing Channels and Distribution. 3 Credits.**  
Students are introduced to design, evaluation and management of distribution channels. Topics include channel member roles and behavior; channel performance evaluation; and logistics (e.g., transportation, inventory, materials handling and information management).  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, Fall
- MK 334. Product and Pricing Strategy. 3 Credits.**  
Strategic product planning and new product development within the context of marketing management for marketing new and mature products are examined. Students learn to integrate economic, financial, legal and marketing principles to analyze pricing decisions, and consider the behavioral implications of pricing, and review relationships among the components for the marketing mix.  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, Spring
- MK 350. Marketing History. 3 Credits.**  
This seminar examines the development of modern marketing in America from the mid-19th century through the 20th century. The course focuses on how pioneering entrepreneurs such as Kellogg, Sears, Heinz, Hershey and others created brands that became household names and in the process revolutionized marketing practice. Students discuss assigned readings, films and field trips. Research assignments and a term paper also need to be completed.  
**Prerequisites:** Take MK 201.  
**Offered:** As needed
- MK 355. Services Marketing. 3 Credits.**  
This course examines how marketing principles are applied to the management of service business, including health organizations. Topics include: definition of services, services as products, managing the service encounter, buyer behavior and customer relations, service quality, marketing and human resources management, service accessibility, pricing of services, promotion of services, and international marketing of services.  
**Prerequisites:** Take MK 201.  
**Offered:** As needed
- MK 362. Sustainability, Marketing and Corporate Social Responsibility. 3 Credits.**  
Consumption and marketing are considered in the context of sustainability. Principles of sustainability marketing and corporate social responsibility are introduced. Core marketing concepts are leveraged to address sustainable development while supporting business growth and competitive advantage. Career opportunities in sustainability marketing are explored.  
**Prerequisites:** Take MK 201.  
**Offered:** As needed
- MK 364. Sports and Entertainment Marketing. 3 Credits.**  
The multi-billion-dollar, global industries of sports and entertainment marketing are examined. Fundamental marketing concepts are applied to the ever-evolving landscape of sports and entertainment. Strategic brand partnerships, sponsorships, licensing, and talent marketing initiatives are developed to meet marketing objectives. Career opportunities in sports and entertainment marketing are explored.  
**Prerequisites:** Take MK 201.  
**Offered:** As needed
- MK 383. Professional Selling and Sales Management. 3 Credits.**  
The study and application of skills required to sell products, services or ideas. Emphasis is on the development of an effective sales presentation focusing on the needs of the consumer or organization. The course stresses the importance of knowing the company and its products as well as the selling environment and customer. In addition, the issues involved in managing a sales force are addressed. These include sales planning and forecasting, selection, recruitment, training and compensation of salespeople and integration with other elements of the marketing mix.  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, Fall
- MK 401. Seminar in Marketing Strategy. 3 Credits.**  
This capstone course for seniors is given from the point of view of top marketing executives, who are responsible for integrating marketing activities. Instructional methods such as case analyses, "live cases," group projects and simulations may be used. Senior status required.  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, Spring
- MK 405. Seminar in Biomedical Marketing Strategy. 3 Credits.**  
This course explores the unique aspects of marketing strategy in the biomedical industry from the perspective of biomedical firms, hospitals and government agencies. Topics include the purchase decision process, marketing research, product development and pricing strategy. Students gain current biomedical industry knowledge through articles, cases and completion of a marketing plan project in partnership with a biomedical firm.  
**Corequisites:** Take MK 334.  
**Offered:** Every other year, Spring
- MK 488. Marketing Internship. 3 Credits.**  
This internship in marketing must be approved by the department chair and the dean in accordance with school regulations. Junior/senior status is required. This course is graded on a pass/fail basis.  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, All
- MK 495. Biomedical Marketing Internship. 3 Credits.**  
This internship is required of biomedical marketing majors and must be done with a company or institution that is related to biomedical products or services.  
**Prerequisites:** Take MK 201.  
**Offered:** Every year, All
- MK 610. Research for Marketing and Business Decisions. 3 Credits.**  
The course provides a managerial approach to market research activities. The goal is to enable students to evaluate market research projects and to interpret and apply research information toward marketing decisions. The research process is discussed and qualitative as well as quantitative methodologies are systematically reviewed. Attention is paid to how to analyze and present research findings.  
**Prerequisites:** Take MBA 645.  
**Offered:** As needed

**MK 612. New Product Marketing. 3 Credits.**

This course introduces students to the specialized areas, within marketing management, of product development, brand management and pricing strategy. The primary topic of the course is new product management. This includes strategic planning, idea generation, business analysis, design, testing and introduction of new products to market. Related topics are issues in brand management and pricing strategy and tactics.

**Prerequisites:** Take MBA 645.

**Offered:** As needed

**MK 615. Managing Marketing Channels. 3 Credits.**

This is an introduction to the design, evaluation and management of distribution channels. Topics include strategic issues in designing distribution channels, channel member roles, managing channel conflict, evaluation of channel performance, motivation of channel members, managing a hybrid mix of traditional and non-traditional channels, and channel logistics (transportation, inventory, materials handling and information management).

**Prerequisites:** Take MBA 645.

**Offered:** Every year, Spring

**MK 616. Digital Marketing. 3 Credits.**

This course introduces students to topics and issues employed by marketing managers as they develop and implement their digital marketing strategies. Topics include; marketing analytics, digital business models, digital marketing channels, search engine marketing, social media and mobile marketing. The class incorporates experiential learning opportunities which enable students to bridge the gap between marketing theory and managerial practice.

**Prerequisites:** Take MBA 645.

**Offered:** As needed

**MK 619. Marketing Analytics. 3 Credits.**

Topics covered in this course include market segmentation, marketing mix analysis, product bundle optimization and social network analysis. In addition, students are introduced to the basics of effective visual presentation of quantitative information. Weekly homework with real business data allows students to explore a variety of analytic techniques and answer actual problems. Students leave with a knowledge of a variety of advanced techniques, in-demand analytic reasoning skills, and an understanding of methodological debates, trade-offs, and resource allocation for data projects.

**Prerequisites:** Take MBA 645.

**Offered:** As needed

**MK 620. Applied Consumer Behavior Research. 3 Credits.**

This course provides a basic understanding of the major concepts and theories in consumer decision-making and behavior and how these can be used as the basis for empirical research on the way consumers process information, form preferences and make buying choices. This is a course in which theories from psychology, sociology and economics are applied to the study of consumer behavior.

**Prerequisites:** Take MBA 645.

**Offered:** As needed

**MK 697. Special Topics in Marketing. 3 Credits.**

This special topics course includes treatment level of one or more issues in marketing. Subject matter varies at each course offering depending upon the interest of students and faculty, and changes in the marketplace.

**Offered:** As needed