MARKETING (MRKT)

MRKT-570 Marketing Concepts and Applications 2 Credits
Corequisites: MGMT-550
Prerequisites: None
An overview of consumer marketing's role in business is provided in this course. Marketing Concepts and Applications are integrated into a marketing discipline that enables students to become effectively engaged in consumer to customer product and service related endeavors.

Lecture: 2, Lab 0, Other 0

MRKT-679 Marketing Management 4 Credits
Prerequisites: MRKT-570 or MGMT-510
In this course, students will gain a managerial perspective on how organizations understand and select target markets, and then how they attract, retain and grow customers within those selected markets. A strategic perspective of how firms create, deliver, and communicate superior customer value for competitive advantage will be emphasized. Students will gain understanding of the analysis, planning, implementation, and control of activities to develop and sustain beneficial exchanges with target buyers.
Lecture: 4, Lab 0, Other 0