



## EXPERIENCED PROFESSIONAL CERTIFICATE IN **Marketing**

### Certificate Description

**This certificate provides professionals the opportunity to enhance understanding of marketing principles in today's business environment.**

**Marketing Management—MKTG 305**—This course explores the application of management principles to the marketing function. Emphasis is placed on the application of planning, implementation, controlling, and evaluation of marketing strategies as the means for achieving an organization's objectives.

**Outcomes:**

- Assess the implications of the societal marketing.
- Determine how to manage pricing programs.
- Analyze product and services positioning compared to the competition.
- Research alternative channel management techniques and compare and contrast competitive marketing strategies.
- Analyze cases that focus on key marketing management tasks, such as marketing research, sales forecasting, product and brand management, distribution channels, pricing, and promotion and advertising strategies.
- Evaluate the importance of technology, and effective communication techniques.
- Distinguish situations that present potential ethical and legal issues and develop solutions for those issues.
- Deduce problems and solutions facing brand managers.
- Assess the responsibilities that face brand managers surrounding product/service, price, promotion, and distribution.

**Pricing Theory—MKTG 310**—One of the most important marketing decisions is determining the price of a product or service. This is a survey course that explores the pros and cons of various pricing techniques. Using economic foundations, a conceptual framework is developed to enable effective decisions.

**Outcomes:**

- Develop an understanding of the theory and techniques of company and product/service pricing
- Understand the legal and ethical implications of Pricing techniques
- Develop the ability to communicate a pricing strategy
- Apply a framework, based on concepts drawn from cognitive psychology, consumer behavior, economics and industrial organization



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**Consumer Behavior—MKTG 405**—This course emphasizes on consumer behavior in the marketplace and covered topics include analysis of consumer motivation, buying behavior, market adjustment and product innovation. Behavioral aspects of the marketing process from producer to ultimate user or consumer are considered.

**Outcomes:**

- Analyze the concepts of consumer behavior, changes and its effect on marketing
- Evaluate external influences that affect consumer behavior
- Evaluate internal influences that motivate consumer behavior
- Assess how consumer perceptions affect behavior
- Critique and compare Maslow's Hierarchy of Needs to other more contemporary models
- Delineate the steps of the consumer decision process
- Assess how consumers seek information
- Critique the alternative evaluation, selection and post-purchase dissonance
- Assess how outlet selection effects consumer behavior

**Marketing Research—MKTG 407**—Studies the nature and scope of research techniques employed in gathering information concerning marketing and advertising procedures. Subjects include sources and collection of data, sampling, interpretation of data, and research in areas of motivation and consumer behavior. Also does employ the use of quantitative and qualitative data analysis and interpretation.

**Outcomes:**

- Assess the importance of marketing research in the development of marketing strategy and tactics.
- Analyze and understand competitive intelligence and analysis in marketing.
- Evaluate various segmentation criteria that impact target market selection.
- Appraise the various types of organizational buyers and consumers and the factors that influence their purchasing decisions.
- Critique the various marketing research techniques and which technique works best for any marketing research project.
- Integrate the distinct parts of a marketing research project.
- Perform and distinguish the different types of statistical analysis and which one works best for a research project
- Interpret, report and justify research results
- Appraise the marketing research industry as relevant to the marketing strategy of most companies
- Use this expertise when embarking on their research careers



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**Advertising and Promotion Management—MKTG 408**—This course presents a total marketing communication function in planning and managing programs for advertising products and services. Topics include preparatory research, objective setting, budget planning, media, creative programs and evaluation of advertising effectiveness.

**Outcomes:**

- Critically appraise the world of advertising and integrated brand promotion
- Evaluate the social, ethical and regulatory aspects of advertising
- Apply research for promotion planning and describe the role of an advertising agency's creative department
- Analyze components of print copy, together with important guidelines for writing print copy.
- Assess the principles and components that help ensure effective design and purpose of print ads and describe the fundamentals of media planning
- Critique the value of traditional advertising and define the role of support media
- Assess the nature of the Internet as a medium for communicating and advertising.
- Appraise main sales promotion techniques.

**Demand Analysis—MKTG 415**—The role of traditional marketing has been transformed by the proliferation of the internet and new media. The course will focus on developing a practical framework for utilizing nontraditional and cutting edge marketing techniques, and framing effective marketing opportunities.

**Outcomes:**

- Understand key developments and trends in Search including the impact of social media
- Differentiate between organic and paid search
- Be able to measure engagement metrics
- Assess content and campaigns to Improve site conversion
- Compare and discriminate between various analytics platforms

**Market Segments—MKTG 420**—This course is a continuation of Marketing Research; it provides experience in designing and conducting actual marketing research studies in market segmentation research and application.

**Outcomes:**

- Examine the economic basis for segmentation market research, in terms of cost versus value of research.
- Demonstrate a knowledge of sampling and measurement related issues.
- Design a survey research instrument and collect primary data via the internet or other platform to determine segmentation strategies
- Design a research project including defining the research problem, developing an approach to it, and formulating the research design.
- Use the SPSS/PASW program to formulate analysis and explain results.



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**Sales Operations and Management—MKTG 430**—The goal of the course is to survey elements of an effective sales force as a part of the organization's total marketing effort. The course will extend the student's understanding of marketing's reach and potential impact in achieving its goals.

**Outcomes:**

- Students will understand the sales process and its relationship to general marketing practices
- Students will understand and master the Customer Relationship Management process or (CRM).
- Students will also learn how to use salesforce technology to improve salesforce effectiveness.
- Students will learn how to and master the issues of recruiting, selecting, training, motivating, compensation and retaining of a sales force staff.
- Students will learn effective B2B and B2C sales techniques to become an integral part of a holistic sales team.
- Students will mater and deliver in written and oral form a sales force plan.