



PROFESSIONAL CERTIFICATE IN **Marketing**

Certificate Description

This certificate provides high school graduates, professionals with limited experience or out-of-field students and professionals the opportunity to understand the significance of marketing in today's business environment.

Business & Society—BUS 105 (required)—This survey course provides students with a general introduction to business activity and how it relates to our economic society. Students will explore how businesses are owned, organized, managed, and controlled.

Outcomes:

- Describe the basic environments (legal, social, economic) in which a business operates.
- Explain the basic concepts of management and recognize problems faced in operating a business enterprise.
- Identify basic concepts regarding money and banking, financial management, stock and bond markets, and risks involved in business.
- Discuss the changing factors that could influence business in the future.
- Distinguish the differences between the major forms of business organizations and be able to know and identify the characteristics of each.

Principles of Marketing—MKTG 205 (required)—Students will study and apply the fundamentals of marketing within an organization and the contemporary market environment. The course will focus on marketing strategy and development of a marketing mix.

Outcomes:

- Describe the function of marketing and demonstrate its importance to the overall success of the organization
- Justify the importance of customer relations and customer satisfaction to marketers
- Identify the reasons why it is essential for the marketing department to collaborate with other departments in the organization in order to be effective
- Analyze the major challenges facing marketers
- Illustrate the environmental forces that effect marketing
- Explain how companies can position their products for maximum competitive advantage in the marketplace
- Demonstrate investigative/research skills.
- Demonstrate a systematic approach to the application of relevant marketing tools to a variety of situations.
- Demonstrate information processing skills



PROFESSIONAL CERTIFICATE IN **Marketing**

Marketing Management—MKTG 305 (required)—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

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



PROFESSIONAL CERTIFICATE IN **Marketing**

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

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.



PROFESSIONAL CERTIFICATE IN **Marketing**

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