

MARKETING (MARK)

MARK-1080 Social Media Marketing

3 Credits

Examines how marketers use verbal and visual content to convey value, build brands, and connect with customers over different social media platforms. Introduction to the most popular platforms, analysis of social media campaigns, and projects to create a social media marketing campaign.

Lecture: 3 hours

Prerequisite(s): ENG-0995 Applied College Literacies, or appropriate score on English Placement Test; or departmental approval. Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

MARK-1820 Independent Study in Marketing

1-3 Credits

Directed individual study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.

Lecture: 1-3 hours

Prerequisite(s): Departmental approval, and instructor approval, and ENG-0995 Applied College Literacies, or appropriate score on English Placement Test. Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

MARK-2010 Principles of Marketing

3 Credits

Marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include: integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target market, and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic, and global settings.

Lecture: 3 hours

Prerequisite(s): BADM-1020 Introduction to Business and ECON-2000 Principles of Microeconomics.

OAN Approved: Transfer Assurance Guide OBU006.

MARK-2081 Social Media Content Strategies and Analytics

4 Credits

Generate targeted digital content messages linked to marketing objectives and brand voice while developing and measuring appropriate social media analytics. This course focuses on optimizing social media platforms to market to and communicate with customers creating engagement and increasing brand awareness.

Lecture: 4 hours

Prerequisite(s): MARK-1080 Social Media Marketing.

MARK-2090 Digital Marketing Design

3 Credits

This course is designed to build students social media marketing skills by utilizing local businesses to create a hands-on experience working on a social media marketing plan. Activities include, social media listening and auditing, search engine optimization (SEO) evaluation, content creation, analytics and planning.

Lecture: 3 hours

Prerequisite(s): MARK-1080 Social Media Marketing.

MARK-2261 Salesmanship and Promotional Strategies

3 Credits

Study of Salesmanship, Sales Promotions, Public Relations, and Advertising needed to reach and communicate to a target audience. Focusing on the process of integrated marketing communications in an ethical, socially responsible environment.

Lecture: 3 hours

Prerequisite(s): MARK-2010 Principles of Marketing or MARK-1080 Social Media Marketing, or concurrent enrollment.

MARK-2270 Principles of Advertising

3 Credits

Introduction to advertising as an element of a marketing strategy in traditional and digital media. Focuses on strategic and creative processes by which an advertising message is produced, and techniques to attract the right target audience.

Lecture: 3 hours

Prerequisite(s): MARK-2010 Principles of Marketing or MARK-1080 Social Media Marketing.

OAN Approved: Transfer Assurance Guide OCM012.

MARK-2500 Business-to-Business/Organizational Marketing

3 Credits

Principles and practices involved in marketing of materials, equipment, supplies, and services to organizational markets, such as manufacturers, resellers, service providers, institutions, and the government. Focus on unique characteristics of organizational market and how to profitably sell in this market by developing proper marketing mix. Includes product management, pricing policies, channels of distribution, and promotional practices.

Lecture: 3 hours

Prerequisite(s): MARK-2010 Principles of Marketing.

MARK-279H Sophomore Honors Contract

1 Credit

Sophomore Honors Contract in Marketing complements and exceeds requirements and expected outcomes for an existing MARK 2000-level course (not an honors course) through formulation of a contract with a faculty mentor. In conjunction with a faculty mentor, student will formulate a contract that upon completion will result in distinctive scholarship appropriate to honors 2000-level. In order to complete the contract, student is required to meet on a regularly scheduled basis with instructor offering the contract for mentor-student tutorial sessions. A maximum of six Honors Contracts (six credits) may be taken at the College (includes 179H and 279H).

Lecture: 1 hours

Prerequisite(s): Must be taken concurrently with a 2000-level course (not an honors course) in Marketing, whose instructor agrees to mentor the student in the sophomore honors contract. Departmental approval required.

MARK-2820 Advanced Independent Study/Research in Marketing

1-3 Credits

Directed individual advanced study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.

Lecture: 1-3 hours

Prerequisite(s): Departmental approval, and instructor approval, and ENG-0995 Applied College Literacies, or appropriate score on English Placement Test. Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

MARK-2830 Cooperative Field Experience

1-3 Credits

Open to students eligible for the Cooperative Education Program. Employment in an approved training facility under College supervision. Requirement for one credit is 180 hours of approved work. Students may earn up to three credits in one semester. May be repeated for an accrued maximum of nine credits.

Other Required Hours: 180 clock hours of approved work per credit hour.

Prerequisite(s): See campus COOP Advisor for the Cooperative Education Program application.