

# MARKETING

## COLLEGE OF BUSINESS



## Courses

In addition to your marketing courses, you'll take core courses in business, management, finance, and economics. Because as a marketing professional, it's important to understand all areas of the business world.

Here is a sample of what you can expect to learn:

## Marketing and Consumer Insights

This examines how product, pricing, promotion, and distribution decisions are made to satisfy the needs of specific target markets. The impacts of political-legal, competitive, socio-cultural, technological, and economic environments on marketing are also studied.

## Digital Marketing Analytics

The course is designed to enable students to understand and gain experience using the Google Analytics platform. Google Analytics is a widely used web analytics software program. Students in the course will be well-prepared to pass the certification exam Google offers. At the end of this course, top-performing students will earn an individual certification from Google, making any student a highly desirable job candidate. The course may also discuss search engine marketing, paid search advertising, search engine optimization, online retailing, and social media marketing topics.

## International Marketing

This course explores similarities and differences of domestic and international marketing programs; sources of information available to firms considering foreign marketing efforts; costs and problems of gathering this information; formulation and implementation of marketing strategies in other environments.

## Integrated Marketing Communications

This course emphasizes development of integrated promotional programs. Advertising, public relations, personal selling, promotional packaging, along with many other sales stimulating methods and techniques are covered.

**It's creative.** It's crazy. It's passionate. It's knowing what's next, who's next, and how they'll matter to your business. No, it's not like what you see on TV (at least not all the time). When you go after your marketing degree, you'll be opening up avenues to product design, development, market strategies, brand management, event planning, research, analysis, and making clients happy. How, you ask? By showing them your brilliant presentations of marketing concepts and related skills that you'll learn right here. Our program is designed to teach you the marketing process and its place among other key areas of business, with emphasis on creating strategies for various customer segments, environments, and conditions.

## Potential employers

- Search Influence
- Amazon
- Coca Cola
- Cox Media

## Contact us



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