

MARKETING (MKT)

MKT 517 Advanced Marketing 3 Hours

Analysis and application of marketing principles, policies, and operations. Course focuses on marketing strategy and planning, the identification of marketing problems, the development of solutions, and ethical decision-making.

Recent Term(s) Offered: None

MKT 518 Contemporary Issues in Sales 3 Hours

In this advanced sales course you will learn about the role of the salesperson, the steps and stages of selling, how to ask questions in any context in a logical, sequential matter, and demonstration of all elements of the selling process by applying this skills in a sales plan.

Recent Term(s) Offered: None

MKT 521 Market Research and Consumer Insights 3 Hours

This course prepares marketing managers to design, gather, analyze, and use research to make marketing strategy decisions. This is an applied course where participants will execute a marketing research project from start to finish, with exposure to problem formation, research design, data collection and analysis, the interpretation and presentation of results, and data-driven recommendations.

Recent Term(s) Offered: None

MKT 522 Digital Marketing Strategies 3 Hours

This course will review the fundamentals of digital marketing, the importance and benefits of including digital strategies within an overall marketing plan, and will enhance student knowledge of tools and strategies including search engine optimization, social media marketing, web design, advertising and email marketing, mobile marketing, and digital marketing analytics.

Recent Term(s) Offered: None

MKT 529 Independent Study in Marketing 1-3 Hours

Supervised independent study of a topic or problem culminating in a scholarly paper or problem solving report.

Recent Term(s) Offered: None

MKT 596A GFCB Graduate Certificate Assessment - Marketing and Sales 0 Hours

This course tracks the student skills attainment summary and artifacts for Gordon Ford College of Business graduate certificate programs.

Recent Term(s) Offered: None