

MARKETING FUNDAMENTALS (MKFD1-CE)

MKFD1-CE 8203 Guerrilla Marketing (2 Credits)

Your marketing arsenal is not complete until you've studied guerrilla marketing. Explore its many aspects and learn how, in conjunction with other marketing techniques, you can use it to energize a product or service. Topics include guerrilla promotions; guerrilla tools and strategies; guerrilla PR and advertising; and existing brands and technology. Case studies of small companies and dynamic startups, hands-on practical exercises, and lectures, as well as timely readings add up to a comprehensive understanding of guerrilla marketing techniques.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 8232 Making a Profitable Deal: Selling and Negotiating Your Way to Success (3 Credits)

Business deals are getting increasingly complex, requiring professionals to be savvy negotiators. As clients analyze every detail, especially in a challenging economy, it is up to marketers to be strategic about finding projects and negotiating terms. Learn how to prepare for sale, negotiation, and persuasive conversations with customers; bargain in such a way that you win the business without losing profits and fees; prepare for—and uncover information to gain more power at—the negotiation table; and work on creative for a win-win outcome.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9215 Advanced Topics: Engaging the Global Market (1 Credit)

Successful consumer marketing in today's competitive world requires an understanding of the global marketplace. In this advanced course, explore how the rapidly changing global marketplace affects consumer marketing and new product introductions. Learn to identify market opportunities; to define the target market; and to select, develop, and exploit business opportunities. Advanced topics include global market planning, analyzing global and local competition, introducing a new product or launching an existing one into new markets, and formulating global marketing strategies. Course work includes analyzing case studies and writing a global marketing plan.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9216 Marketing Intensive (5 Credits)

Designed for those on the fast track to a digital marketing position, or for individuals who want to pursue the Certificate in Digital Media Marketing but are in need of the required marketing foundation, this marketing immersion course provides a comprehensive preparatory study of marketing principles, research, and communication. Through project-based and experiential learning, produce a marketing campaign for a real-world client that incorporates SWOT, gap, and competitive analyses. Topics include the 4Ps of marketing, knowledge and identification of target audiences, SWOT analysis, marketing strategies and tactics, marketing communications, the media landscape, and research. Faculty members and guest speakers illustrate the material with real-world case studies that equip you with the marketing foundations essential for success in both traditional and digital media marketing.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9220 Marketing, Digital, or Public Relations Internship Program (2 Credits)

Meet industry insiders, get hands-on experience, and improve your marketability with an internship in marketing, advertising, research, entertainment and events marketing, data mining, interactive marketing, digital media marketing, investor relations, or public relations. Receive assistance to obtain a qualified internship in an organization suited to your interests and goals, or find an internship opportunity on your own with the instructor's approval. For the internship, work a minimum of 200 hours on-site over a 10- to 12-week period. Complete a project under faculty guidance that benefits the organization for which you are interning.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9247 Marketing Principles and Practices (1.5 Credits)

Study the fundamental marketing concepts at work in today's business environment. Explore the most relevant areas of consumer marketing, including situation analysis, development of marketing objectives and strategies, the marketing mix, research, target marketing and segmentation, product development, and forecasting and budgeting. Discuss marketing language, retailing, wholesaling, promotion, and advertising functions; examine their interplay and timing; and learn how they propel a business. Consider how consumers' changing lifestyles, current developments in the global market, and laws all affect marketing. This course features case studies and guest speakers.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9267 Marketing to the Multicultural Consumer (2 Credits)

Targeting the nation's Hispanic, African-American, and Asian-American populations is no longer a niche marketing activity. Multicultural marketing is now a part of most marketing plans as corporations, organizations, and small-business owners access this \$1.5 trillion market. In this course, multicultural marketing experts demonstrate how to reach these groups using traditional and innovative methods. Following an overview of market trends, focus on specific ethnic markets (Hispanic, African-American, or Asian-American) and others (gay/lesbian, people with disabilities, and women). Marketing methods covered include advertising, public relations, direct marketing, events planning, community programs, online marketing, and other disciplines.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9300 Campaign and Experiential Marketing (4.5 Credits)

This intensive course explores proven techniques from both brand and agency perspectives. Learn to develop strategy and to plan, execute, and manage campaigns from ideation through results analysis. Study how creative strategy is executed across all elements of the marketing mix, including interactive marketing, promotion, advertising, traditional media, digital media, social media, and experiential events. Learn to manage all elements effectively for consistent strategy and branding and for successful integration. During this course, engage in the creative process by building a cohesive campaign. Guest speakers from media, advertising, experiential events, brands, and interactive agencies are brought in throughout the course.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9344 Do-It-Yourself Marketing and PR (2 Credits)

Both large and small businesses depend upon affordable and effective marketing and public relations strategies to survive. Designed for entrepreneurs, those working in nonprofits, and professionals who need a quick overview of these topics, this workshop provides insights into marketing and public relations strategies. Begin promoting your own organization through targeted in-class exercises. Learn to develop strategies that work, and take advantage of untapped marketing opportunities. Create newsworthy publicity events, and write effective press releases that grab media attention and reach your target market.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9345 Pitching With Passion: Conquer Sales Without Selling Out (1.5 Credits)

No matter what your field, you need to sell yourself—and your point of view—to effectively persuade employers, coworkers, and colleagues. Acquire practical strategies and techniques to hone your interpersonal skills and learn to use the strength of your own personality to attain your professional goals. Topics include crafting a pitch, creating an elevator pitch that works and is on message, making effective presentations, leveraging testimonials and referrals, ways to follow up to get resolution, and developing a lifelong network.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9346 The Genius of Steve Jobs (0 Credits)

He wasn't a programmer. He wasn't a designer. He wasn't a copywriter or a marketing director. And yet Steve Jobs completely revolutionized the way we experience brands. From advertising to store layout, from online experiences to his own personal appearances, Jobs was the first to create completely integrated brand ecospheres. In this in-depth case study of Apple under Jobs' leadership, you will explore Apple's position as "the computer for the rest of us," and the classic "1984" campaign. Explore the iMac, iPod, iTunes, iPhone and iPad; the legendary Mac versus PC Wars; and perhaps Steve Jobs' greatest innovation of all, Apple itself.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9427 Managing the Creative Mind: In Search of the Big Idea (2 Credits)

At the heart of every truly integrated marketing communications program is the big idea: the creative expression of a strategic insight that can be instantly recognized and infinitely repeated across all disciplines and media platforms. Examine the tactics behind a number of award-winning big ideas, and learn techniques for developing and presenting your own. The goal is to help everyone—writers, art directors, designers, developers, account executives, and media strategists—become better creative thinkers and, ultimately, lead the process in their own organizations.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9597 Strategies for Delivering Effective Marketing or PR Presentations (2 Credits)

To be a successful marketer or public relations professional, it is essential to present ideas clearly and persuasively. Learn how to pitch an account, ask for a raise, or sell your idea to a room full of people. Improve your platform presence, overcome nervousness, connect with your audience, organize your material, pace your presentation, and field difficult questions. Topics include body language, speech patterns, canned versus impromptu communication styles, the art of answering questions, effective presentations, and visual aids. Benefit from before-and-after presentation videotaping and constructive feedback to improve your presentation skills.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9623 Using Public Relations as a Marketing Tool (2 Credits)

Discover how a strategic public relations program can successfully market a product, service, person, or idea. Gain insight through anecdotal material, case histories, and guest lectures by award-winning public relations practitioners. Learn the importance of strategic planning, thinking outside the box, targeting audiences, and understanding the many PR techniques used to achieve marketing success in today's highly competitive market environment. Then, using the newly acquired knowledge of the different roles that PR plays in today's marketing mix, build a public relations/marketing campaign from start to finish.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9947 Using Storytelling to Strengthen Your Marketing Message and to Attract More Customers (1.5 Credits)

The art of storytelling can help you to deepen brand impression, connect with customers, improve customer service, inspire employees, impress investors and partners, and bolster your business. Whether you are an entrepreneur or a corporate CEO, learn how to effectively tell structured and engaging stories about your business in order to gain greater buy-in and more customers. Analyze what makes a good story and how businesses use stories to achieve their goals. Share stories with classmates, craft compelling testimonials, articulate your company's objectives, and receive group feedback, as you develop a plan and a toolkit for creating your own persuasive and inspiring stories.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9948 Marketing Consumer Packaged Goods (2 Credits)

Examine the contemporary marketing and media trends, issues, practices, and policies of the 2 trillion-dollar consumer package goods (CPG) industry, which includes the makers of food and beverage, health and beauty, household, and other consumer products. Gain a comprehensive understanding of CPG marketing dynamics, contemporary CPG marketing practices, trends in CPG product development, and how market leaders sustain a competitive advantage in this highly concentrated, but increasingly fragmented, industry. Analyze the strategic, financial, operational, and marketing drivers of leading CPG firms. This course is ideal for professionals working in sales, marketing, finance, or operations within CPG companies and those seeking to explore career opportunities in CPG Marketing.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9949 Creating and Marketing Licensed Brand Products (2 Credits)

Understand the important role licensing programs play in marketing strategy and learn how to create licensed products with your brand, event, logo, or trademark. Develop a licensing plan from product conception and explore how to successfully market a product at retail while staying within the brand's overall marketing goals. Topics include licensees and licensors, finding the right manufacturers, negotiating a licensing deal, product development and design, selling licensed products to retailers, and marketing to consumers. By the end of the course, students prepare and present a vision document and a retail-marketing plan.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MKFD1-CE 9952 Effective Marketing Strategies For Nonprofits and Mission-Driven Organizations (2 Credits)

The volatility of the marketplace, along with myriad institutions posed to attract similar supporters, places the responsibility of donor drive squarely on the shoulders of the savvy marketer who is able to mount a successful, multi-faceted, and rich campaign. Learn which marketing strategies best increase awareness and revenue while staying true to the core values of mission-driven, nonprofit, philanthropic, or religious institutions. Explore various creative strategies that can be utilized by non-profits and other organizations that produce increasing results. Topics include determining the best marketing approach on a tight budget; forming proper messages; effective use of strategic partnerships, spokespeople, and advocates; using PR strategies that generate awareness and drive community and donor involvement; determining the best media outlets and marketing tools; developing an effective marketing plan and budget; the role and effective use of social media; and the use of professional staff and white papers to steer public awareness and involvement.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes