

MARKETING: SPECIALTY (MSTY1-CE)

MSTY1-CE 8234 Healthcare Marketing (1.5 Credits)

In this course designed for marketing managers in healthcare, for healthcare clients, and for those who want to pursue a career in the field; gain a comprehensive understanding of how the restructuring of the healthcare system and the trends in the industry will impact marketing approaches. Develop an awareness of how consumer behavior will influence future marketing campaigns. Delve into the marketing implications that healthcare changes and pending reforms will have on providers, hospitals, physicians, health plans, life science companies, policymakers, and employers. Examine shifting trends toward customer-centric healthcare, and analyze the relationships among employers, brokers, insurance plans, providers, and the government in the marketing of healthcare.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MSTY1-CE 8235 Fashion Marketing and Public Relations (1.5 Credits)

Gain a comprehensive understanding of fashion marketing principles and practices; from conception to promotion; by analyzing their presence in traditional and digital media channels. Topics include consumer behavior, market research, pricing strategies for wholesale and retail, and domestic and global marketing environments. Examine the most effective strategies for developing and implementing fashion marketing and public relations campaigns that generate media attention and attract celebrity spokespeople. The cultural, economic, branding, and legal issues that face retail establishments when developing a comprehensive marketing and public relations campaign also are discussed.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MSTY1-CE 8236 Marketing Luxury Products and Brands (1.5 Credits)

Luxury goods, services, and brands constitute a multibillion-dollar industry that greatly impacts the global economy. This industry requires marketing strategies that focus on market segmentation, customer relationship management, integrated marketing communication strategies, and strong brand image. Explore the many aspects of marketing luxury goods and services, and develop an eye for how strong brands are established. By analyzing case studies, learn how demographics, psychographics, and geography influence how consumers are targeted. Examine product development cycles; brand management; and ways to develop effective sales, promotional, creative, and media strategies. Complete the course by creating a marketing plan to reach this lucrative market.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MSTY1-CE 9224 Multigenerational Marketing (1.5 Credits)

Research and practice show that a one-size-fits-all approach to marketing is not the most effective way to reach consumers. Marketers are challenged constantly to engage an increasingly savvy, diverse, and influential customer base; from tweens to Gen-Xers to Baby Boomers; in ways that are accessible and suitable to each age group. Designed for marketing managers, entrepreneurs, and sales professionals, this course examines targeted approaches for successfully marketing content, services, and products across multiple platforms, including digital/print/broadcast media and events. Through project-based learning that uses the specific characteristics and consumption habits of each generation, learn about and evaluate marketing strategies and metrics that are crucial to serving, and succeeding with, each generation's demographic.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MSTY1-CE 9225 Professional Services Marketing and PR (2 Credits)

It's not difficult to figure out how to market a product, but how do you promote a management consulting firm, law practice, or medical office? Marketing a professional service can be a challenging yet exciting project. Whether you are at an agency, new to a marketing department at a professional service firm, or marketing your own company, this course teaches you how press relations, cross-selling endeavors, seminars, and brochures can be used to promote your organization. Learn practical tips to put programs into place immediately.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MSTY1-CE 9261 Financial Services Marketing (2 Credits)

Marketing the products and services offered by banks, insurance companies, brokerage firms, and other money managers requires an understanding of marketing, sales, service, the Internet, finance, regulation, and psychology. Designed for financial services professionals with limited marketing expertise and for those with a marketing background but little knowledge of financial services, this course focuses on consumer and institutional financial service marketing planning. Lectures are supplemented by individualized feedback from industry experts, and former guest speakers have included senior marketers from JPMorgan Chase and Grey Direct.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

MSTY1-CE 9688 Pharmaceutical Marketing and PR (2 Credits)

Massive sales volume and consumer and media interest in prescription and over-the-counter drugs have led to tremendous growth in pharmaceutical marketing and PR. Learn how to target physicians and patients and how to position and brand pharmaceuticals through class exercises, case studies, and guest speakers. Find out about the full drug-development process through clinical trials and FDA approval to the marketplace. Get to know the legal restrictions facing the industry. Examine product launch plans, advertising campaigns, interactive programs, virtual and gorilla marketing, revitalizing mature brands, trends in promoting prescription medicines, and international pharmaceutical marketing and PR. This course features writing assignments and a term project.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes