

# GRADUATE COURSES OF STUDY

## MARKETING

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### **MKT 614.STRATEGIC MARKETING MANAGEMENT**

This course explores the role of marketing in the development of organizational strategy. The focus of the course is concepts and techniques of competitive analysis, segmentation, positioning strategy, and marketing decisions that support an effective marketing strategy. The course will expose students to a series of marketing principles, frameworks, and analyses. *Three credit hours.*

### **MKT 640.CONSUMER BEHAVIOR IN THE DIGITAL WORLD**

This course examines the relation between marketing strategies and the psychological and sociological factors affecting consumer behavior in a digital environment. Prerequisite: MKT 614. *Three credit hours.*

### **MKT 650.DIGITAL MARKETING**

This course investigates the use of digital marketing as a key marketing strategy within an organization. The course applies the principles and practices of digital marketing to management decisions. A range of digital marketing tools and tactics are explored, including email marketing, search engine optimization, content marketing, display advertising, social media, mobile apps, analytics, and more. The course also examines the impact of digital marketing on society, both domestic and global. Prerequisite MKT 614. *Three credit hours.*