

# MARKETING/ ENTREPRENEURSHIP (MKTG)

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**MKTG 560 TOPICS IN MARKETING/ENTREPRENEURSHIP1-3 Credits**

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in marketing/entrepreneurship.

**MKTG 600 INDEPENDENT STUDY OR RESEARCH1-3 Credits**

Study or research in an area of special interest. The number of credit hours is determined by the topic and the amount of work required.

**Add Consent:** Instructor Consent

**Requirements:** Permission of instructor, department chair and academic dean required.

**MKTG 625 DIGITAL MEDIA ANALYTICS3 Credits**

This class will provide students with the theoretical understanding of the digital marketplace necessary to analyze digital trends, while also equipping students with the skills needed to perform digital marketing analysis as a digital data translator.

**MKTG 630 MARKETING MANAGEMENT3 Credits**

Management of the marketing process to include planning, pricing, promotion, and distribution of ideas, products, and services to give the organization a competitive edge.

**MKTG 634 MOBILE MEDIA MARKETING3 Credits**

This class will provide students with an understanding of how mobile marketing is defining business today, including strategy, tracking ROI, advertising, applications and mobile websites. Text messaging, QR codes, consumer interactions with mobile devices, and the laws and ethics of mobile marketing are examined.

**MKTG 643 SOCIAL MEDIA STRATEGY3 Credits**

This course will help students obtain a clear perspective on social media marketing, and its true value to consumers, managers, other stakeholders. Students will learn relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

**MKTG 652 DIGITAL MEDIA MARKETING CAPSTONE3 Credits**

This class will provide students with the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping students with the skills needed to perform vital daily functions as a digital marketing professional.