

**Marketing Management Certificate**

<b>MBA Certificate</b>	<b>Credit</b>
<b>Marketing Management</b>	
▪ Marketing Research	1.0
▪ Marketing Communications	1.0
▪ Sales Management	0.5
▪ Consumer Behavior	1.0
▪ Technology & E-Commerce	1.0
▪ Global Marketing Issues	1.0
<b>Total</b>	<b>5.5</b>

**Certificate Course Descriptions**

***Marketing Research (1.0)***

This course focuses on the techniques of systematic information gathering and analysis. Primary and secondary research methods will be covered along with methods of evaluating and presenting the results of market research. The course also deals with how to define information needs, the scope and direction of research activities, and the nature of marketing decisions that warrant market research.

***Marketing Communications (1.0)***

The course is meant to provide students with an opportunity to analyze, design, and evaluate a comprehensive and integrated marketing communications program which includes advertising, sales promotions, publicity, and personal selling decisions. The course focuses on theories, models, and industry experiences that are relevant to the design and evaluation of a marketing communications plan. Specific topics covered in this course include the communication process, consumer behavior models and their relevance to marketing communications decisions, marketing communications research, advertising message and media strategies, the role of the advertising agency, and the integration of marketing mix decisions.

***Consumer Behavior (1.0)***

This course focuses on the concepts, theories, and models of consumer behavior with the objective of understanding how these ideas can be used in marketing decision making. Topics covered will include customer motivations, perceptions, and attitudes and their impact on consumer decision-making and responses to a variety of marketing actions. This course prepares the student for analyzing customer needs and wants and providing customer satisfaction.

### ***Technology & E-Commerce (1.0)***

The widespread dissemination of information technology in the work place and home coupled with the increasing use of Internet and other computer networks has created a new way to conduct commerce and marketing. However, the nature of Internet commerce and marketing is still not well understood. Some of the strategies, structures and processes that were previously successful have not worked in this new business environment. To learn how businesses can successfully use the Internet, we have undertaken an investigation of some key questions. For instance:

- How should digital information be priced and packaged?
- How will "friction-free" markets affect the optimal pricing and positioning of products and services?
- How can and should intellectual property be protected?
- How can and should personal information be protected?
- How will the potential for improved relationship management change marketing?
- What sources of competitive advantage are most important in a digital economy?

### ***Sales Management (0.5)***

This course is concerned with how to recruit and manage a sales force rather than with how to sell. Emphasis will be on business-to-business rather than business-to-consumer sales force management. Students will be exposed to the functions of sales force management which include recruiting, training, motivating, deploying, compensating, and evaluating the sales force of an organization. Recent research and theories in the field will be discussed and applied to the design and evaluation of a comprehensive sales management program.

### ***Global Marketing Issues (1.0)***

This course is primarily focused on the issues and concerns of marketing on a global basis. Emphasis will be placed on understanding the role of culture, language and customs in making decisions on where and to whom to market your products or services. Case studies will give the students material to assess both successful and unsuccessful marketing initiatives. Students will develop and present a marketing plan for a specific country that will include an environmental scan, market potential, costs and overall strategy. The ethical concerns and issues of corporate responsibility when operating in other countries and cultures will also be examined.

