

MARKETING (MKTG)

MKTG 6101 Brand and Marketing Management. Introduces students to the theory, practice, and current trend of brand and marketing management. Students explore consumer behavior, market research, new product development, pricing, distribution, and promotional considerations. Learn current marketing principles and practices applied in various industries. Includes discussion of the emerging role and impact of big data, data mining, text mining, and artificial intelligence on marketing automation and brand management. Analyze business cases to appreciate the successes and failures of major brands. Prerequisite: BALT 5101 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MKTG 6102 Advanced Search and Social Media Marketing. First half of course focuses on certification, either obtaining, becoming familiar with or refreshing Google Adwords and SEO certifications. First half also covers pay per click advertising in social channels (students who already have adwords certification can focus on social pay per click). Second half focuses on participation on live campaigns and gaining advanced experience. Includes discussion of the emerging role and impact of artificial intelligence on pay per click automation. Course is demanding but no pre-requisites or prior knowledge is required. Prerequisite: MKTG 6101. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MKTG 6103 Advanced Content Marketing, Automation, and Google Analytics. First half of course focuses on certification, either obtaining, becoming familiar with or refreshing Hubspot and Google Analytics certifications (students who already have these certifications can focus on marketing automation). Second half focuses on participation on live campaigns and gaining advanced experience. Includes discussion of the emerging role and impact of artificial intelligence on marketing automation. Course is demanding but no prerequisites or prior knowledge is required. Prerequisite: MKTG 6101, MKTG 6102. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MKTG 6901 Independent Study in Marketing. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

MKTG 6902 Internship in Marketing. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The internship may be repeated in different settings. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

MKTG 6903 Special Topics in Marketing. Timely topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in a discipline requires constant learning. These courses provide an opportunity to examine and assess issues. There are no designated prerequisites, but graduate students are encouraged to have completed at least 12 semester credit hours. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)