

MARKETING (MKTG)

MKTG 2241 Introduction to Social Media Marketing. (Formerly 241) Introduction to social media marketing including Facebook, Twitter, and LinkedIn. Students learn how to develop a social media presence and work towards fulfilling requirements for a social media certification (e.g. Hootsuite). To help develop critical thinking and strategic ability, students are exposed to current trends and diverse viewpoints in social media marketing, including evolving best practices. Credit cannot be earned in both MKTG 2241 and MKTG 3347. 3 semester credit hour/s.

Campus: LISLE
MESA

MKTG 2242 Introduction to Search Engine Optimization (SEO). (Formerly 242) Students learn the fundamentals about how content development relates to SEO including applying SEO techniques to a blog. As part of the course, students work towards fulfilling requirements for an SEO certification (e.g. Huspot). Students are exposed to sources for gaining an up to date perspective on the constantly evolving field of SEO, as well as getting exposure to the ethics of "white hat" and "black hat" SEO techniques. Credit cannot be earned in both MKTG 2242 and MKTG 3348. 3 semester credit hour/s.

Campus: LISLE

MKTG 2243 Introduction to Search Engine Marketing. (Formerly 243) Students learn fundamentals of SEM (search engine marketing) through hands-on exposure to the Google Adwords platform. Concepts and skills include creating ads, choosing keywords, monitoring performance. Students take the Google Adwords Fundamentals exam, which is 1 of the 2 exams required for Google Adwords certification. To help develop critical thinking and strategic ability, students are exposed to real world scenarios and live Adwords campaigns, to help them learn how to discriminate between various potential strategies and their relative effectiveness. Credit cannot be earned in both MKTG 2243 and MKTG 3349. 3 semester credit hour/s.

Campus: LISLE
MESA

MKTG 2244 Intro to Web Analytics (Google Analytics). (Formerly 244) Students learn fundamentals of Web Analytics through hands-on exposure to the Google Analytics platform. Concepts and skills include learning how Web Analytics can provide insight on Website visitors and their behavior, and the importance of monitoring ROI (return on investment). To help develop critical thinking and strategic ability, students are exposed to current trends and viewpoints in Web Analytics, to understand the importance of the insights that analytics can provide, and how it can inform clients' strategic marketing plans. Credit cannot be earned in both MKTG 2244 and MKTG 3345. 3 semester credit hour/s.

Campus: LISLE
MESA (Typically Offered: Periodically)

MKTG 2291 Topics. (Formerly 291) Specially designed courses in various business topics to supplement the marketing curriculum. Prerequisite: Varies based upon the specific topic being explored. 3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9. Department Consent Required.

Campus: LISLE
MESA

MKTG 2297 Internship. (Formerly 297) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

Designation: Engaged Learning
Campus: LISLE

MKTG 2300 Principles of Marketing. (Formerly 300) This course is an investigation of the basic principles of marketing, with an emphasis on the practical application of those principles to formulate marketing plans that will deliver value to customers and meet the goals of the organization. It focuses on how companies develop marketing strategies based on the decisions they make about the types of products they will offer and how those products will be distributed, promoted, and priced. The impact the external market environment can have on those strategies is also examined. Prerequisite: Sophomore standing. 3 semester credit hour/s.

Designation: Individuals, Organizations, and Societies (QIO)
Campus: LISLE (Typically Offered: Fall and Spring Terms)
MESA

MKTG 3305 Sports Marketing. A case study approach will be used to explore and analyze situations that pertain to sports marketing. Prerequisite: MKTG 2300. 3 semester credit hour/s.
Campus: LISLE (Typically Offered: Periodically)
MESA (Typically Offered: Periodically)

MKTG 3310 Consumer Behavior. (Formerly 310) This course is an in-depth examination of the internal and external factors that influence consumers in their selection, use, and disposition of products and services. In examining consumer needs, wants, and behavior as a foundation for the formulation of effective marketing strategies, the course emphasizes the importance that organizations must place on understanding not only the demographic and economic factors that drive consumers to behave in certain ways, but the psychological, cultural, and social factors as well. This course examines consumers' needs, wants, and market behavior as a foundation for the formulation of effective marketing strategies by organizations. The course also provides an understanding of consumer behavior that can be used by all students to enhance their ability to consume wisely and to enable them to appreciate the critical role consumers play in our economic system. Prerequisite: MKTG 2300. 3 semester credit hour/s.

Designation: -
Campus: LISLE (Typically Offered: Spring Term)
MESA

MKTG 3318 Infographics for Business. (Formerly 318) Infographics employ the use of pictures to tell a story and to convey ideas in a simple and easy to understand format. This course will focus on the uses of infographics in business as well as a hands on learning experience in developing infographics. 3 semester credit hour/s.
Campus: LISLE (Typically Offered: Spring Term)

MKTG 3325 CRM Business Concepts and Software

Applications. (Formerly 325) CRM Business Concepts and Software Applications. Successful businesses rely on a CRM software system to provide a 360 degree view of their customers and important insights into their own business. This course provides students with the understanding of customer relationships, including strategic, operational, and analytical views and their applications to business. Students will also gain hands-on experience in and outside the classroom using Salesforce.com, one of the premier CRM software programs that is widely used in business today. Prerequisite: Earned grade of C or better in MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Spring Term)
MESA

MKTG 3331 Internet Marketing Communications. (Formerly 331)

Internet marketing is reshaping the way businesses and consumers interact with each other. This course studies how the Internet as a communication channel can be valuable to marketing decision makers eager to understand and utilize Internet technology to grow their businesses. Examining the Internet and its evolution from a research tool to a marketing communications medium, this course shows how the Internet offers an array of one-to-one, real-time, personalized marketing communications. Through various exercises and projects, students will explore how the Internet affords decision makers the opportunity to customize their marketing approaches to meet individual customers' needs and to make the Internet an effective part of an overall Integrated Marketing Communications Strategy. Prerequisite: MKTG 2300. 3 semester credit hour/s.

Campus: LISLE
MESA

MKTG 3333 Personal Selling and Sales Management. (Formerly 333)

This course examines the role personal selling plays in an organization's overall integrated marketing communications program. Students will explore how personal selling works with other elements of the promotional mix (advertising, publicity, sales promotion) to create a uniformed, integrated marketing message. In addition to gaining knowledge of traditional personal selling practices and techniques, students will learn how the Internet is increasingly factoring into an organization's personal selling strategy. Prerequisite: MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Spring Term)
MESA (Typically Offered: Periodically)

MKTG 3345 Introduction to Web Analytics. (Formerly 345) Web Analytics, one of the core skills for online marketing, is becoming increasingly important to companies, as they seek to evaluate the performance of their websites and advertising campaigns, with the ultimate goal of tracking the return on investment. Students will learn about Google Analytics, one of the top tools, starting with creating a blog and then monitoring the number of people who see the blog posts and where they come from. The students doesn't need any required skills and doesn't need to be "numbers person" – the course is for anyone who wants to get a job in online marketing or who wants to learn how the performance of websites fits into business. Skills that will be learned in this course connect to other areas, such as search engine marketing and social media marketing, and provide a "network effect" to help students become more effective online marketers and more employable. The course also includes working towards a Google Analytics "Individual Qualification," which is like a certification, and is a great thing for students to have on their resumes. Web Analytics can be a competitive differentiator in the job market, either as a skill set or as a dedicated role. Prerequisite: Earned a grade of C in MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Fall Term)
MESA

MKTG 3347 Social Media Marketing. (Formerly 347) LinkedIn listed Social Media Marketing as the #1 skill that got people hired in 2013. Social Media Marketing continues to grow and be an important area, as a dedicated role or skill set. In this course, students will learn how to create and monitor the performance of social media marketing campaigns, with a focus on the three main platforms - Facebook, Twitter, and YouTube. Coverage also includes establishing and maintaining an organization's presence on LinkedIn, and using tools such as Hoot suite, to post content to multiple networks (e.g., Facebook, Twitter, and LinkedIn). Other topics include social media monitoring, and looking at the performance of social media campaigns with built-in tools such as Facebook Insights and YouTube Analytics. Students will gain an understanding of not just how to manage social media, but how to look at return on investment (ROI). This emphasis on ROI provides a competitive edge, and students can also participate in an experiment that may eventually become a social media certification. Prerequisite: Earned a grade of C in MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Fall Term)
MESA

MKTG 3348 Content Development & Search Engine

Optimization. (Formerly 348) An interdisciplinary course focusing on helping students capture, preserve, and share digital stories. Students will learn how to develop content telling the story of an organization to boost the relevance of a website and support the overall marketing efforts of the organization. Prerequisite: Earned a Grade of C in MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Spring Term)

MKTG 3349 Search Engine Marketing. (Formerly 349) This course introduces search engine marketing, the process of creating and managing ads on Google, which is a core skill in digital marketing that can also be a dedicated role. Students work on live campaigns and work towards Adwords certification. Prerequisite: Earned a grade of C in MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Spring Term)

MKTG 3360 Marketing Research. (Formerly 360) This course presents the principles of marketing research primarily from the perspective of the users of that research, with a focus on the practical and applied aspects of the subject. Emphasis will be placed on how marketing researchers apply the various concepts and techniques, as well as how business decision makers implement the findings to improve marketing practices. Topics covered will include research design, sampling techniques, questionnaire design, measurement and scaling, data collection and analysis, and report preparation. Prerequisite: MKTG 2300, BALT 1150. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Fall Term)

MKTG 3391 Topics. (Formerly 391) Specially designed courses in various business topics to supplement the business curriculum. Prerequisite: Varies based upon the specific topic being explored. 3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12.

Campus: LISLE

MKTG 4320 Data and Text Mining. (Formerly 320) This course focuses on algorithm techniques that can be used for knowledge discovery such as classification, association rule mining, clustering, and heuristics. This course will cover data mining for business intelligence and will cover applications to both data and text. The focus is on several techniques that aim at discovering patterns that can bring value or “business intelligence” to organizations. Examples of such patterns include fraud detection, consumer behavior, and credit approval. The course will cover the most important data mining techniques including: classification, clustering, association rule mining, prediction — through a hands-on approach using specialty software. Cross-listed with BALT 4320. Prerequisite: Earned a grade of C or better in BALT 2251 or BALT 3301. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Fall and Spring Terms)

MKTG 4330 Promotional Strategy. (Formerly 330) To maximize their impact on both end consumers and other businesses, companies must coordinate and integrate all of their marketing functions. Using an integrated marketing communications (IMC) approach, this course goes beyond the traditional study of advertising, sales, promotion, personal selling, direct marketing, and public relations, to show how all of these components of promotion, as well as the other three elements of the marketing mix, must blend together to present a unified message to consumers. An integrated marketing communications (IMC) approach to the study of the strategies organizations use to promote their products and services. The course goes beyond the traditional study of advertising, sales promotion, personal selling, direct marketing, and public relations to show how all four elements of the marketing mix – product, price, promotion, and distribution – must blend together to present a unified message to customers. Prerequisite: MKTG 2300. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Fall Term)

MKTG 4380 Marketing Strategy. (Formerly 380) A comprehensive study of major topics in strategic marketing, the components of a marketing plan, and financial analysis for marketing management. Case studies are used as the approach for utilizing marketing concepts and practices to analyze marketing problems in a wide variety of industry settings and to develop marketing strategies based on those analyses. Prerequisite: Earned a grade of C or better in both MKTG 3310 and MKTG 3360. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Spring Term)

MKTG 4395 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: 12. Department Consent Required.

Campus: LISLE (Typically Offered: Fall and Spring Terms)

MKTG 4396 Special Topics in Marketing. Timely marketing topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in marketing requires constant learning. These courses provide an opportunity to examine and assess issues in marketing. There are no designated prerequisites, but students are encouraged to have completed several marketing courses. Topics are announced in advance. Department Consent Required. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

Campus: LISLE (Typically Offered: Fall and Spring Terms)

MKTG 4397 Internship. (Formerly 397) Practical experiences in business related fields under the supervision of the program coordinator. 2-6 semester credit hour/s. Department Consent Required.

Designation: Engaged Learning

Campus: LISLE