



Applied Learning

MS Marketing students complete real client projects as part of their required coursework. These immersive, hands-on experiences expose students to real-world marketing challenges while strengthening their strategic problem-solving skills. Graduates leave the program with advanced strategic insight and the confidence to tackle complex marketing problems.



Marketing Strategy Proposal

Prepared for:

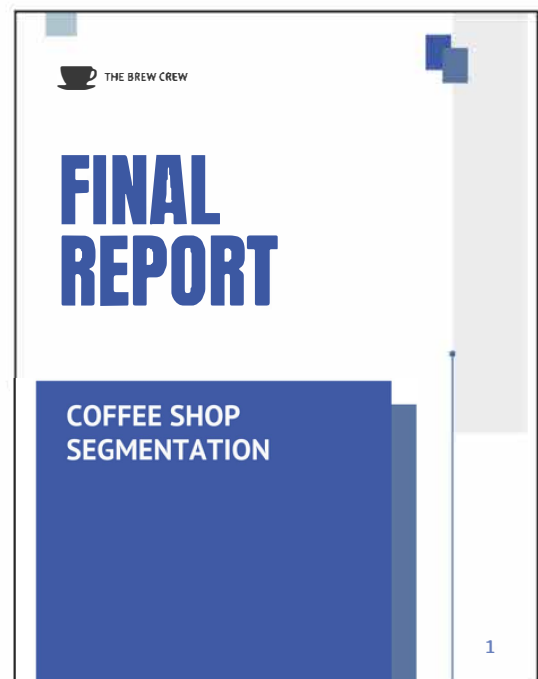


MKTG 621- Survey of Marketing

In this introductory course, students gain knowledge in marketing concepts and decisions associated with developing marketing strategies. Topics include product, pricing, distribution, and promotion

MKTG 665-Research for Marketing Decisions

Taught in the summer, students learn customer-based brand equity and positioning, brand objectives, communication processes, customer decision stages, creative and media strategies including traditional, grassroots, and social media, measuring advertising effectiveness and return on marketing investment



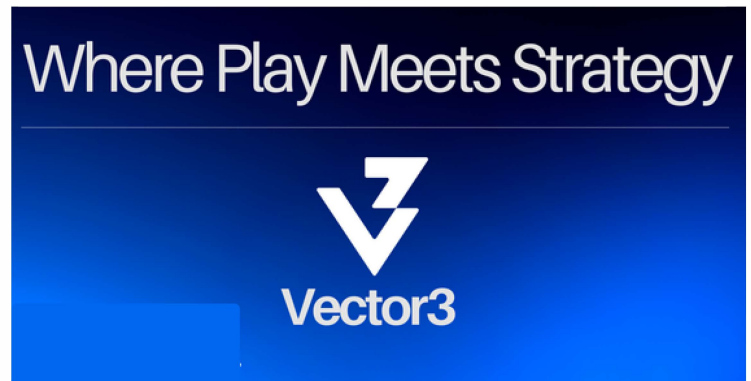


MKTG 675-Marketing Strategy

Students learn marketing management as it relates to overall organizational goals: marketing strategy concepts and interdependencies with strategy at the corporate and business unit levels, and in other functional areas

MKTG 638-Digital Strategy for Competitive Advantage

Students are taught the implications of increasing electronic interactivity between consumers and firms, as well as the migration of products to the electronic marketplace and its effects on the marketing channel



MKTG 650-Analyzing Consumer Behavior

Students learn the concepts, theories, and techniques applicable to obtaining a sophisticated and empirically-based understanding of consumer motivation, attitudes, decision-making processes, and responses to marketers' actions

**CONSUMER APPEAL TO
ECO-FRIENDLY PRODUCTS
WITH ASSEMBLY**