

Marketing (MKTG)

MKTG 5310 Negotiations **3 SCH (3-0)**

This course is concerned with the application of strategies and tactics, as well as the necessary ethical and critical thinking skills that are available to be applied to a variety of business, non-profit, and political environments. Special emphasis is placed on collaborative over competitive styles of negotiating.

MKTG 5317 Mktg Mgmt & Value Creation **3 SCH (3-0)**

This course is concerned with the theory and application of various Marketing strategies designed to create value in both for-profit and non-profit organizations (i.e., where to go and how to best get there). Although special focus is given to online and mobile marketing techniques, including social media, more traditional Marketing approaches are also covered. The increasingly important concepts of "Ethics" and "Sustainability," as they apply to both ends of an organization's value chain, are incorporated throughout this course via case studies and personal examples.

MKTG 5320 Logistics and Supply Chain **3 SCH (3-0)**

This course will examine the basic components of Logistics and Supply Chain Management, the effect of efficient flow of materials, information, and financials within and among organizations, as well as the analytical foundations related to key concepts such as inventory, capacity, quality and customer service. Challenges and opportunities related to technology implementation and sustainable development will be addressed.

MKTG 5330 Managing Socio-Political Envir **3 SCH (3-0)**

This course will examine crisis communication and management of an increasingly polarized socio-political climate. How to navigate through issues relevant to politics, racial tension, gender discrimination, sexual harassment, first amendment rights, incivility on campuses, religious dialogue, and intersectionality. These issues large arise on various social media platforms, which are often resulting from the spreading or suppressing of popular news, fake news, withheld truths, or even well-intentioned stories that are taken over by online mobs and twisted into something else altogether. This course will address ways to approach social media, importance of civility and understanding, illicit positive conversation and best practices to maintaining a respectful and professional working environment.

MKTG 5350 Crisis Communication & Manag. **3 SCH (3-0)**

Examines crisis communication and management in the aftermath of unexpected events such as cyber-attack, product recall, natural or manmade disaster, and other situations that require intelligent communication to internal and external stakeholders. Includes how to develop an effective crisis communication plan and strategy.

MKTG 5369 Spec Prob in Marketing **3 SCH (3-0)**

Special studies or internship in marketing. May be repeated once for credit.

Fee: \$375.00