

# MARKETING

Marketing is the driving force that distinguishes one company from another.

Effective Marketing is essential to the success of any business, practice, product, or service, and is an exciting part of business. Marketing is the science behind informing consumers that your product exists, its features, functions and benefits, and how it will satisfy consumer needs.

Marketing is also the art of communication - understanding human behavior and the stimuli that prompt people to buy products and services as well as crafting messages that speak in the language and context of your consumers.

Marketing begins with understanding the people whose needs you can satisfy with your product or service. It moves on to strategies involving "the marketing mix" of product, price, place and promotion, and it concludes with strategies for customer retention and repeat purchasing.

Our Marketing Faculty are all experienced marketing practitioners with a host of backgrounds, experiences and skill sets. Our strength lies in our abilities to help students take what they learn, and apply it to real-world scenarios. The Faculty are gifted professionals who are passionate about their craft, dedicated to student learning, and live out the mission of Lewis University.

Our Marketing Department offers students two exciting paths in a College of Business major.

1. Traditional Marketing Path - A time-honored marketing major, teaching principles and strategies proven to propel organizations on a road to success, and
2. Digital Marketing Path - An innovative, cutting edge science in the use of Social Media as a driver to organizational marketing success. This approach studies the strategies utilized in websites and a variety of current social media marketing channels including Facebook, Google +, YouTube, LinkedIn, Pinterest and others.

## Programs Bachelor

- Marketing / Bachelor of Science (<https://catalog.lewisu.edu/undergraduate/business/marketing/marketing-bachelor-science/>)

## Minor

- Marketing for Business Majors / Minor (<https://catalog.lewisu.edu/undergraduate/business/marketing/marketing-business-majors-minor/>)
- Marketing for Non-Business Majors / Minor (<https://catalog.lewisu.edu/undergraduate/business/marketing/marketing-non-business-majors-minor/>)

## Courses

### MKTG 20000 - Principles of Marketing (3)

Marketing is the engine that drives all successful organizations. This course provides a strong foundation of all the principles which make up the art and science of marketing. Students are introduced to the theory and application of advertising, promotion, sales, public relations, marketing research and consumer behavior. Subsequent marketing courses build on this important foundation of marketing knowledge. This is an essential course for anyone interested in business.

### MKTG 30000 - Consumer Behavior (3)

In an exciting mix of psychology, science, and business decision making, marketers determine why consumers act the way they do. In this course, students learn the science of consumer behavior (why people buy) and the art of marketing based on this science.

Prerequisite: MKTG 20000

### MKTG 30500 - Introduction to Digital Marketing (3)

This introductory course explores how to use digital marketing tools to market a company's services or products. It defines what digital marketing is and the different digital marketing tools available today. Students will also be introduced to various measurement tools for digital marketing. Real life case examples will be used throughout the semester. The course also discusses marketing planning, digital marketing strategy, marketing mix and customer relationship management strategy. The focus is on the internet and other technologies that have had a profound effect on how marketing is approached today.

Prerequisite: MKTG 20000

### MKTG 31500 - Advertising (3)

Exploring one of the most exciting and visible components of business, students will examine the key functions of advertising agencies, their use of the various media, and the techniques employed to develop effective advertisements. As part of this course, students will develop a complete advertising campaign, there-by obtaining hands-on experience with creative design, media planning and budgeting.

Prerequisite: MKTG 20000

### MKTG 37400 - Salesmanship (3)

Encompassing much more than dealing with consumers, salesmanship plays a role in nearly every aspect of business communication, from interviewing for a job to presenting ideas and recommendations to management. Building on buyer motivations (the psychology of selling) and social styles, students learn to develop and deliver effective presentations that close more sales and build long-term customer relationships.

Prerequisite: MKTG 20000

### MKTG 37600 - Digital Marketing Strategy (3)

This course discusses the strategic implementation of digital marketing tools as they relate to a firm's integrated marketing communication strategies. Students learn how companies position their marketing mix in the digital environment to contribute to the firm's ultimate bottom line. Students get immersed in the tools and strategies that attract and engage visitors to a firm's digital presence. Students study and analyze websites, digital marketing sites, and affiliate sites to gain the "big picture" on how successful companies utilize digital marketing to attract their target audience and achieve their business goals.

Prerequisite: MKTG 20000

**MKTG 38900 - Design Thinking (3)**

User-centered design and design thinking are the cornerstones to approaching product development from the perspective of the end-user. This approach is centered on empathy - the understanding of the problems or difficulties from the user's point of view - allowing for the creation of solutions to user problems that are meaningful and compelling. The course is intended to focus on "learning by doing" with a number of workshops and mini-projects throughout the semester, culminating in the development and delivery of a final course product or service in the form of a prototype that is shared with your colleagues. Prerequisite: MKTG 20000

Attributes: Experiential Learning Gen Ed

**MKTG 39001 - Wksp: Creating a Business Plan (1)**

Business plans are one of the most misunderstood - yet critically important business documents needed to blueprint an organization's plan for achieving unbridled success. In this seminar, participants will receive a glimpse into the good, the bad, and the ugly of business planning – while opening their eyes to the critical nature and effective uses of Business Plans. They'll learn, in a highly hands-on and interactive format; 1. the variety of purposes and audiences for a Business Plan, 2. where a Business Plan fits into the Organizational planning process, and 3. the plethora of information that can, should and/or should not be included in a Business Plan. Participants will learn how to create effective "blueprints for success" – instead of a forgotten, dust covered, binder sitting on the shelf.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39002 - Wksp: Multi-Media Powerpoint (1)**

This seminar is designed for students who currently possess basic or advanced PowerPoint presentation skills. Students will learn how to make presentations "come alive." They will learn how to incorporate sound and video, as well as how to create web pages and self-executing presentations. Students will learn many creative ways to utilize the software – beyond the creation of class and professional presentations. They will learn how to create games, multimedia greeting cards, sales presentations and more.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39003 - Wksp: Real Estate (1)**

To help prepare for the most expensive purchase most people will ever make, home ownership, this seminar will introduce you to techniques used every day in the Real Estate Industry. Topics will include: the role of Realtors, property selection, determining a property's market value, financing, price negotiations, forms of ownership, legal contracts, legal responsibilities of both buyers and sellers, and more.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39004 - Wksp: Business Plan Competition Independent Study (1)**

Writing a business plan is the first key step in translating a great idea into a great business. A business plan is a blueprint entrepreneurs use to address the uncertainties surrounding the decisions investors make to evaluate the venture's potential. The Stahl Business Plan Competition is a campus-wide competition that awards prize money for students who have best outlined a new venture and exemplified the entrepreneurial spirit.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39100 - Wksp: Team Development: 5 Dysfunctions of a Team (1)**

The purpose of this training is to provide individuals and intact teams with useful concepts and practical tools for increasing team effectiveness. Specifically, team members learn about team basis and the characteristics of effective teams as well as model for team development. In addition, they are given many opportunities to apply specific team development methods, tools and activities.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39200 - Wksp: Win/Win Negotiation (1)**

This seminar is designed for students to assess their negotiation style, learn strategies to migrate their negotiation style to achieve win/win outcomes, and practice those skills using scenarios they encounter in everyday life. This enjoyable skill building program also teaches students various tactics that are used to secure concessions in a negotiation, and how to defend against them.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39300 - Wksp: Strategic Corporate Responsibility (1)**

Students will be exposed to the theories, frameworks and cases of Corporate Social Responsibility (CSR). We investigate good practices" of companies who have implemented socially responsible strategies while maintaining or maximizing financial returns. Students will develop their own repertoire of tools and implementation strategies that can be utilized across industries and sectors to set up CSR strategies that yield both financial and social profit. Students will gain both a broad understanding of the issues within external and internal corporate responsibility

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39400 - Wksp: FISH: Positive Attitude (1)**

Do you work in a "toxic energy dump"? Do you or your employees seem stuck in a situation in which everyone has lost ambition, energy, and helpfulness? Have you forgotten what attitude and customer service are all about? We learn how the Pike Place Fish Market – with their secrets for success and improved attitude – helps encourage staff to be involved and conscientious about what they do. FISH's philosophy will help people in any business regain their energy and passion for their lives and work.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39500 - Wksp: Coaching: Myers-Briggs (1)**

The Coaching:Myers Briggs Type Indicator seminar introduces participants to the most widely utilized personality preference instrument in the world, the Myers Briggs Type Indicator (MBTI) The MBTI will assist participants to better understand their preferences for deriving energy, gathering information, making decisions and arranging their environment. Seminar objectives include exploring personal preferences/temperaments and understanding personality differences, learning to lead more effectively, guiding and rewarding their teams as unique individuals, learning to communicate better with each other and exploring decision-making tendencies of their's and other's type.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 39600 - Wksp: Now, Discover Your Strengths: Personal Leadership Assessment (1)**

The Now Discover Your Strengths: Personal Leadership Assessment seminar introduces participants to the StrengthsFinder Profile. This profile is the product of a 25-year effort (based on a study of over two million people) by the Gallup Organization to identify the most prevalent human strengths. The assessment and seminar will assist participants to: Identify their talents, Build these talents into strengths, and Leverage these strengths to increase success as a manager and the success of your organization. During this seminar, participants will complete the StrengthsFinder Profile and engage in exercises to gain a better understanding of their individual strengths.

Attributes: College of Business Seminar, Workshop/Seminar

**MKTG 40200 - Public Relations (3)**

This course introduces the practical applications and core principles that define public relations as a critical function of the management of any individual or organization. Students learn how public relations has evolved in response to changes in our culture and society. They also learn about public opinion, ethics, communication, crisis management, the media and the law as they relate to an organization's relationship with their publics."

Prerequisite: MKTG 20000

**MKTG 40500 - Multi Media Internet (3)**

Study and practice in developing media for the Web. Students learn how to use industry standard software to create, edit, and process digital media content for use in specific applications such as interactive websites and platforms. This course is "hands on" allowing students to take digital photographs and video, edit these visuals, and incorporate the product into websites and social media. Student teams follow a production process: concept, design, content development, product testing, and publishing to learn how to create media that effectively uses marketing strategies on websites and Social Media tools.

Prerequisite: MKTG 20000

**MKTG 41000 - Social Media and the Business of Public Relations (3)**

Public Relations is about building mutually beneficial relationships between organizations and their audiences. Today we recognize new ways of doing this, specifically using social media. It is social, personal, and messages are spread by the masses. This course discusses the development of PR contents for all types of social media such as blogs, newsrooms, wikis, twitters, website copy, SEO, press releases, and taglines.

Prerequisite: MKTG 20000

**MKTG 43000 - Marketing and Sales Strategies for Small Business (3)**

This course provides students with essential strategies and tools to develop or enhance sales and marketing plans for small businesses. Key topics include building strong customer relationships, implementing ethical sales and marketing practices, measuring performance through key metrics, and optimizing resource allocation. By the end of the course, students will create a comprehensive, high-level sales and marketing plan designed to drive business growth and competitive advantage.

**MKTG 46500 - Marketing Research (3)**

A critical part of decision-making, marketing research helps management identify and capitalize on marketplace opportunities. Students learn to design and conduct research studies, then analyze and interpret the results to answer business questions.

Prerequisite: MKTG 20000

**MKTG 46800 - International Marketing (3)**

Students explore and analyze international markets and strategies.

Prerequisite: MKTG 20000

Attributes: Asian Business Studies, Experiential Learning Gen Ed, Globalization Gen Ed

**MKTG 47000 - Marketing Strategy (3)**

In the competitive climate of today's business world, marketing is making an increasingly important contribution in both setting and achieving company objectives. Analyzing an industry and its companies in detail, and drawing on all aspects of marketing theory, students learn to develop and present a comprehensive marketing plan" - the centerpiece of marketing planning. This capstone course should be completed as one of the student's final marketing courses." Prerequisite: Senior Status

Class Restrictions: Must be in the following Class: Senior.

**MKTG 47200 - Marketing Internship (3)**

This internship is designed to provide students with controlled on-the-job experience with participating businesses, industries and governmental organizations. Students may be eligible for an internship with jobs they currently have. A limited number of internships/jobs are also available through the internship coordinator. Prerequisites: Marketing major, Junior or Senior status, 2.75 GPA or above and consent of the internship coordinator.

Program Restrictions: Must be enrolled in the following Program:

Marketing .

Class Restrictions: Must be enrolled in one of the following Classes:

Junior or Senior.

**MKTG 47300 - International Marketing Internship (3)**

This internship is designed to provide students with controlled on-the-job experience with participating businesses, industries and governmental organizations. Students may be eligible for an internship with their current position if it has an international emphasis and is approved by the Internship Coordinator. A limited number of internships/jobs are also available through the internship coordinator. Marketing major, Junior or Senior status, 2.75 GPA or above, and consent of the internship coordinator and the director of the International Business Program.

Program Restrictions: Must be enrolled in the following Program:

Marketing .

Class Restrictions: Must be enrolled in one of the following Classes:

Junior or Senior.

**MKTG 48000 - Advanced Sales (3)**

Advanced Sales is a course designed for motivated individuals wishing to learn more about, or enter the lucrative and high demand world of professional sales. Taught in collaboration with experts in Business-2-Business sales, participants will be engaged in advanced selling activities and role-plays designed to be both fun and remarkably instructional in developing the skills needed in all areas of the sales process. A variety of instructional methods are utilized that may include case studies, company visits, job shadowing, executive briefings and field trips. After completing the course, students will be well-positioned for career opportunities in the exciting world of professional sales and hit the ground running in any sales career they choose.

Prerequisite: MKTG 37400 (may be taken concurrently)

Attributes: Experiential Learning Gen Ed

**MKTG 49900 - Marketing Independent Study (1-5)**

This course is designed to meet the needs of Marketing majors wishing to study an advanced topic not found in the curriculum.