MARKETING

The Marketing major provides an opportunity for students to not just develop the knowledge and skills required of today’s marketing professionals but also the business acumen to negotiate the global business environment. The curriculum of the Marketing major is a well balanced course of study with a common business knowledge core and specialized courses that provide an understanding of a multitude of topics within the marketing discipline. Within the curriculum students learn to develop new and unique marketing opportunities, think independently, communicate effectively, and appreciate the impact of marketing on their own and other cultures. Graduates in the Marketing major should be well prepared and positioned to achieve increasingly higher levels of marketing management positions in corporations, marketing agencies, or entrepreneurial enterprises.

Faculty

ARNE BARUCA, PH.D.
Assistant Professor

TEMU LUNA-NAVAREZ, PH.D.
Assistant Professor

ENDA F. MCGOVERN, PH.D.
Associate Professor

PETER A. MARESCO, PH.D.
Clinical Associate Professor

ANCA MICU, PH.D.
Associate Professor

JOSHUA A. SHUART, PH.D.
Associate Professor, Chair

DAVID G. TAYLOR, PH.D.
Assistant Professor

Major in Marketing

All Marketing students must complete the following courses to earn their degree.

SACRED HEART UNIVERSITY CORE CURRICULUM (54–56 CREDITS)

COLLEGE OF BUSINESS FOUNDATIONS COURSE (3 CREDITS)

BU 121 Introduction to Business

COLLEGE OF BUSINESS CORE CURRICULUM (24 CREDITS + 9 REQUIRED SUPPORTING CREDITS)

AC 101 Financial Accounting and Reporting
AC 105 Managerial Accounting and Control
BU 201 Organizational Management
BU 231 Business Law I
BU 257 Business Ethics
BU 301 Business Policy
FN 215 Financial Management
MK 201 Principles of Marketing

OTHER COURSES IN MAJOR (24 CREDITS)

MK 270 Consumer Insights Using Technology OR

or

IS 101 Dynamics of Information Technology

MK 362 Marketing Research
MK 320 Consumer Behavior
MK 425 International Marketing
MK 430 Marketing Management
MK 390 Marketing Internship

REQUIRED SUPPORTING COURSES (TAKEN AS PART OF UNIVERSITY CORE)

EC 202 Principles of Microeconomics
EC 203 Principles of Macroeconomics
MA 133 Elementary Statistics with Business Applications
An additional 6 credits of marketing electives are required. Three credits from marketing electives may be applied toward a minor in digital advertising, fashion marketing and merchandising, or sport marketing if the student chooses to pursue a minor. Minors are encouraged, but not required, for students majoring in Marketing.

Additional electives necessary to complete degree requirements.

**Minor in Marketing**

The minor in Marketing requires the completion of 18 credits.

**REQUIRED COURSES**

- MK 201  Principles of Marketing
- MK 215  Marketing Research
- MK 220  Consumer Behavior
- MK 225  International Marketing
- MK 234  E-Marketing
  
  or

- MK 235  Digital Advertising
- MK elective

**Minor in Digital Marketing**

The minor in Digital Marketing requires the completion of 15 credits.

**REQUIRED COURSES**

- MK 201  Principles of Marketing
- MK 234  e-Marketing Strategy
- MK 335  Digital Advertising
- MK 238  Software Tools for Design
- MK 236  Media Planning OR
  
  or

- MK 237  Social Media

**Minor in Fashion Marketing & Merchandising**

The minor in Fashion Marketing & Merchandising requires the completion of 15 credits.

**REQUIRED COURSES**

- MK 201  Principles of Marketing
- MK 240  Fashion Marketing
- MK 310  Retailing and Merchandising
  
  or

- MK 335  Digital Advertising

- MK 350  Fashion Brand Marketing
- MK 360  Marketing Integration: Textiles & Fashion

**Marketing Course Descriptions**

**MK 201 Principles of Marketing**

3 CR

Investigates the components of the marketing mix. A managerial approach is employed and case studies supplement each area of exploration. Topics include: customer behavior, product policy, channels of distribution, advertising and promotion, price policy, marketing programs and the legal aspects of marketing.

**MK 205 Advertising**

3 CR

Analyzes advertising from the managerial viewpoint of its relationship within the marketing mix. Examines social and economic aspects of advertising, practices and issues, analysis of media, the communications function, creative aspects including art and copy, and measures of effectiveness.

Prerequisite: MK 201
MK 237 Social Media Marketing
3 CR
This course provides the practical knowledge and Insights required to define objectives and strategies of social media marketing, identify and properly select the social media tools to engage consumers, and effectively evaluate and measure the results of these efforts. Topics include: infrastructure of social medias, social media platforms, social media marketing strategy, social media marketing mix, social communities, social publishing, social entertainment, social commerce, social media for consumer insights, and social media metrics.
Pre-requisite: MK 201

MK 238 Software Tools for Design
3 CR
This course offers a practical application of graphic design concepts for marketing objectives. Students will learn to manipulate scanned images and digital photographs in preparation for publication layout and design, to create single and multipage marketing publications (e.g., brochures, advertisements, flyers), and to design and publish commercial websites. The course provides students with hands-on experience in the use of state-of-the-art design tools such as Photoshop, InDesign (Publisher) and Dreamweaver.
Pre-requisite: MK 201

MK 240 Fashion Marketing
3 CR
Examines the history, evolution, and business of fashion from the 19th century to the present. Focus is on the marketing of fashion apparel from the development of product line to distribution through multiple retail channels and purchase by targeted consumers. Advertising and promotional strategies will also be examined.
Prerequisite: MK 201

MK 270 Customer Insights Using Technology
3 CR
Provides students with a working knowledge of resources and tools available to marketing professionals. It examines databases, analytics, metrics, software and techniques applied by marketers to transform data into useful formats for the strategic decision-making process. Contents focus on technology tools for segmentation, target marketing and positioning, media selection, market share and estimation, sales forecasting and other analyses. It requires extensive use of Excel spreadsheets, the Internet, public and professional databases, specialized software and other technology resources.
Prerequisite: MK 201

MK 299 Special Topics in Marketing
3 CR
Designates new or occasional courses that may or may not become part of the department's permanent offerings. Courses capitalize on a timely topic, a faculty member's particular interest, an experimental alternative to existing courses, etc. Prerequisites are established by the department as appropriate for the specific course. Course title is shown on the student's transcript.
Prerequisite: MK 201

MK 310 Retailing and Merchandising
3 CR
Studies history and development of the retail function and its relationship to the wholesaler and manufacturer. Topics include: store management, the buying function, elements of style and fashion, pricing policies, customer relations, store location and sources of supply. Examines retail mathematics including markup, markdown and turnover.
Prerequisite: MK 201
MK 320 Consumer Behavior
3 CR
Explores various fields of knowledge necessary to understand marketing behavior. Materials from psychology, sociology, cultural anthropology and history are used in conjunction with marketing problems. Examines consumers in terms of both individual and group buying behavior patterns; the consumer’s process of arriving at buying decisions is appraised at both the retail and non-retail levels.
Prerequisite: MK 201

MK 334 E-Marketing
3 CR
This course is designed to provide students with a comprehensive understanding of e-marketing and its role in the global economy. Topics include: the role of e-business in the global economy, e-business models, privacy/security issues, payment systems, social networking sites, logistics and delivery, integration of online and offline channels and related topics. Students will learn how to develop new e-business ideas, create a business plan, select technologies, develop a website and market an e-business and its products or services. Students will have an opportunity to apply their knowledge through hands-on exercises, cases and/or project assignments.
Prerequisite: MK 201

MK 335 Digital Advertising
3 CR
This course is an introduction to the rapidly evolving and dynamic digital advertising sector (e.g. search, display, social, and mobile advertising). Recent changes in consumer behavior and opportunities, problems, tactics and strategies associated with incorporating electronic methods into the marketing communications function are examined. The course also includes discussion of current metrics used to gauge the effectiveness of digital advertising.
Prerequisite: MK 201

MK 336 Media Planning
3 CR
This course will explore different classes of media (traditional mass media, new media, nontraditional media and specialized media), examine the respective role each can play in delivering a brand’s message to the targeted consumer market and how to create, evaluate and execute the media plan.
Prerequisite: MK 201

MK 330 Fashion Brand Marketing
3 CR
This course encompasses the history, development, and process of brand marketing in the fashion industry. The array of national, designer, private label, store and corporate brands, their background, and developmental strategies will be covered. Through the understanding of brand elements, brand equity and brand communications, the student will create a positioning brief, and launch their own fashion brand as a final project. In addition, this course will examine brand global expansion through such vehicles as licensing and franchising.
Prerequisite: MK 201, MK240

MK 360 Marketing Integration: Textiles and Fashion
3 CR
Encompasses the processes involved in global supply chain management and integration from a raw material base to finished apparel. By understanding the building blocks of fiber, yarn, weaving, knitting and color penetration systems, the student will understand what is essential in making decisions concerning aesthetics, cost, care and wearability of fashion apparel. This course is essential for any student who wishes to enter, and manage, in the fields of apparel merchandising, marketing and design.
Prerequisite: MK 201, MK240
MK 362 Marketing Research
3 CR
Explores principal areas and methods of marketing research including mail, diary, panel, phone and the personal interview. Various types of research are analyzed with emphasis on the information gathering function of research as a means to more effective business decision-making.
Prerequisite: MK 201

MK 390 Marketing Internship
3-9 CR
Students are directly involved in various dimensions of marketing management. Emphasis is on the practical application of marketing principles and skills to a specific profit or non-profit enterprise. On-site marketing professionals supervise students.
Prerequisites: MK 201 and permission of the Marketing internship coordinator.

MK 399 Independent Study
1-3 CR
Directed study of a specific, well-defined marketing topic. Permission of the instructor and departmental chairperson is granted to qualified Marketing majors on the basis of a written proposal from the student.
Prerequisite: MK 201

MK 425 International Marketing
3 CR
Provides a broad-based understanding of the challenges, opportunities and problems associated with international marketing. Emphasis is on understanding other cultures and current events and how they affect international marketing. Classroom work is supplemented with case studies, current readings, videos and speakers who are active in the field.
Prerequisite: MK 201

MK 430 Marketing Management
3 CR
Studies the effective management of the marketing mix. The case approach assists in viewing the marketing manager’s efforts as coordinated with the contributions of the firm’s segments. Provides understanding of marketing decision-making as being wholly related to the firm’s goals, with a view to the larger context of society itself.
Prerequisite: MK 201