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
Assistant Professor

DAVID BLOOM, M.B.A.
Adjunct Instructor

ENDA F. MCGOVERN, PH.D.
Associate Professor

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

ANCA MICU, 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)

SACRED HEART UNIVERSITY COLLEGE OF BUSINESS 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 (18 CREDITS)

IS 272  Dynamics of Information Technology
MK 215  Market Research
MK 220  Consumer Behavior
MK 225  International Marketing
MK 230  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 9 CREDITS OF MARKETING ELECTIVES ARE REQUIRED.

These credits may be fulfilled with one of the marketing concentrations in digital advertising, fashion marketing and merchandising, sport marketing, - or - with any nine credits of marketing electives.
Choose from:

**Digital Advertising**
- MK 205  Advertising
- MK 235  Digital Advertising
- MK 299  E-Marketing

**Fashion Marketing**
- MK 240  Fashion Marketing
- MK 250  Fashion Brand Marketing
- MK 260  Marketing Integration: Textiles & Fashion

**Sport Marketing**
- SM 206  Sport Enterprise Management
- SM 255  Sport Sponsorship
- SM 265  Sport Marketing

Complete one of the concentrations or select an additional 9 credits of Marketing Electives

**MARKETING ELECTIVES (9 CREDITS)**
Choose from:
- MK 210  Retailing and Merchandising
- MK 299  Special Topics in Marketing
- MK 399  Independent Study in Marketing

Additional electives necessary to complete degree requirements.

**Minor in Fashion Marketing & Merchandising**
The minor in Fashion Marketing & Merchandising requires the completion of 18 credits.

**REQUIRED COURSES**
- MK 201  Principles of Marketing
- MK 210  Retailing and Merchandising
- MK 235  Digital Advertising
- MK 240  Fashion Marketing
- MK 250  Fashion Brand Marketing
- MK 260  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 210 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 215 Market 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 220 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 225 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 230 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

**MK 235 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 function are examined. The course also includes discussion of current metrics used to gauge the effectiveness of digital advertising.
Prerequisite: 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 250 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 260 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 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 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