Option in Marketing
B.S. in Business Administration

The Marketing Option focuses on how to develop, establish, and maintain products and services of high value for customers as well as how to deliver and communicate them. The option addresses key linkages critical to effective customer and product management, from understanding customer needs and problems to delivering appropriate solutions and services. It further examines decision choices facing managers concerning market selection, entry timing, positional advantage to be pursued, targeting and executional approaches.

Faculty Coordinator: Dr. Tom Gruen, Chair and Professor of Marketing
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REQUIRED:

• MKTG 752 - Marketing Research
• MKTG 753 - Consumer/Buyer Behavior
• MKTG 762 - Marketing Workshop
• MKTG 763 - Market Opportunity Analysis
• Two additional 700-level MKTG courses. Offerings will vary from year to year.

Course Descriptions

REQUIRED COURSES

MKTG 752 - Marketing Research: Understanding fundamental concepts, tools, and methods used in conducting a marketing research study. Taking general managerial problems and structuring them in terms of specific questions amenable to research. Developing a competence in designing and conducting common qualitative and quantitative research (e.g., survey research). Students will learn various statistic techniques commonly used in marketing research and be able to use these analyses to provide managerial recommendations. Prereq: ADMN 585 or HMGT 600.

MKTG 753 - Consumer/Buyer Behavior: Covers concepts, models, and theories from the behavioral sciences applied to consumer decision making and purchasing behavior. Examines consumer behavior from economic, psychological, sociological, and anthropological perspectives. Topic coverage includes discussion of marketing strategies and tactics to understand and influence consumer choice. Prereq: ADMN 585 or HMGT 600. Writing intensive.

MKTG 762 - Marketing Workshop: This course is open only to senior marketing option students and serves as their capstone learning experience. Students work in small teams on a real-world marketing problem given them by outside businesses, nonprofits, or government agencies. The teams conduct extensive field research, formulate strategy, and then implement, or test marketing campaign ideas and programs. Prereq: Senior standing; at least two of MKTG 752, MKTG 753, and MKTG 763. Writing intensive.

MKTG 763 - Marketing Analytics: Marketing Analytics introduces students to the fascinating world of marketing analytics. It provides a broad perspective on product, consumer, marketing-mix, and digital analytics areas. It blends the art and science of marketing and orients students to the systematic use of data and empirical models, which enhance the decision-making of a company about its customers, competitors, and the industry. Prereq: ADMN 585 or HMGT 600. Pre- or Coreq: ADMN 580.
ELECTIVES

ADMN 585 - Principles of Marketing: Covers marketing as the process of planning and developing goods and services to satisfy the needs of target customers: consumers, other businesses, institutions. Focus on how marketing contributes to the firm's goals through product planning, pricing, promotion, and distribution policies, through both digital and traditional channels. Open to PAUL majors only. No credit for students who have had MKTG 550 or HMGT 600. Prereq: ADMN 400; ECON 401.

MKTG 550 - Survey of Marketing
Focuses on marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. For business administration minors and non-business administration majors. No credit for students who have had ADMN 585 or HMGT 600.

MKTG 557 - Promotion and Advertising
Focuses on advertising and promotions while providing coverage of other marketing communication tools (direct marketing, point-of-purchase, personal selling, public relations). Examines both traditional and electronic/online/digital approaches to advertising and promotions as means to reach audiences with messages that support the organization's goals. Prereq: MKTG 550.

MKTG 559 - Foundations of Personal Selling
The Foundations of Personal Selling combines heavy experiential learning with the academic principles of relationship selling to prepare students for the professional world. Students learn personal selling as they develop an understanding of, and appreciation for, applying the consultative sales process through partnering with customers. This course is ideal for those exploring a career in sales or simply interested in knowing how to sell their own strengths.

MKTG 750 - Marketing Strategy: An integrative marketing course designed to provide the student with a cohesive understanding of marketing decision making through the exploration of marketing problems with an emphasis on qualitative analysis as well as strategy formulation. Through the use of case studies, the course is designed for students who want to learn and apply what they learn, and thus emphasizes both the understanding and the application of concepts and practices in marketing strategy. Prereq: ADMN 585. MKTG 752 and/or MKTG 753 are recommended.

MKTG 756 – International Franchising: Designed to provide an understanding of franchising as a system of distribution and business expansion. Franchising is studied from both the perspectives of the franchise and the franchiser. In addition, economic, financial, and legal issues associated with franchising are covered. By the end of the course, students have skills and sources of information that permit sound assessment of the business opportunities available in franchising. Prereq: ADMN 585 or HMGT 600. (Also offered as HMGT 756.)

MKTG 757 - Integrated Marketing Communication: Provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing and customer service. Emphasizes the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals. Prereq: ADMN 585 or HMGT 600

MKTG 759 - The Business of Sales
The Business of Sales combines heavy experiential learning with the academic principles of relationship selling to prepare students for the professional world. Students learn personal selling skills as they develop an understanding of, and appreciation for, applying the consultative sales process through partnering with customers. This course builds on the core business curriculum to help shape and present compelling value proposals. It is ideal for those exploring a career in sales or simply interested in knowing how to sell their own strengths.

MKTG 760 - International Marketing: Environmental factors affecting international trade: culture and business customs, political and legal factors and constraints, economic and technological development, and the international monetary system. Integration of these with the marketing management functions of market research and segmentation; product, promotion, distribution, and pricing decisions. Prereq: ADMN 585 or HMGT 600.

MKTG 764 - New Product Development: Tactical and strategic issues concerned with the development and marketing of product and service innovations. Equips students with the concepts, tools, and approaches useful in the development, management, and marketing of products and services. Provides an integrated experience of the process of uncovering customer problems, understanding these problems, and providing superior solutions. Prereq: ADMN 585 or HMGT 600.

MKTG 765 - Applications in Digital Marketing
This class will introduce students to the different disciplines that makeup digital marketing in order to better prepare them for roles as either digital marketing generalists, or as digital marketing specialists. Prereq: ADMN 585.
SPECIAL TOPICS COURSES

**MKTG 598 - Topics in Marketing**
Special topics covering a variety of marketing principles. Topics may include promotion and advertising; retail and retail management; sales and sales management. Certain topics may have pre- or co-requisite courses. May be repeated up to 12 credits. Certain topics may have a special fee.

**MKTG 598 - Top/Professional Sales Group**
Special topics covering a variety of marketing principles. Topics may include promotion and advertising; retail and retail management; sales and sales management. Certain topics may have pre- or co-requisite courses. May be repeated up to 12 credits. Certain topics may have a special fee. Instructor permission required, please email: James.McIlroy@unh.edu.

**MKTG 798 - Topics in Marketing**
Special topics covering a variety of marketing principles. Topics may include promotion and advertising; retail and retail management; sales and sales management. Certain topics may have pre- or co-requisite courses. May be repeated up to 12 credits. Certain topics may have a special fee.

**MKTG 798: Top/Digital Marketing Communications**
This course introduces students to the latest concepts and techniques used in digital marketing communications through new media channels made available through the Internet and wireless mobile devices. The course explores such topics as online advertising, search engine optimization, Web analytics, mobile messaging, and the use of social media networks such as Facebook, Twitter, Pinterest and LinkedIn for business marketing communications. In addition, students will learn how and where to apply digital marketing communications tools in real-world business situations through case studies of "best practices" currently being used. This course is taught entirely online.

**MKTG 798 - Top/Online Marketing Communications**
This course will introduce students to the latest concepts and techniques used in online marketing communications through new media channels made available through the Internet and wireless mobile devices. The course will explore such topics as online advertising, search engine optimization, Web analytics, mobile messaging, and the use of social media networks such as Facebook, Twitter, and LinkedIn for business marketing communications. In addition, students will learn how and where to apply online marketing communications tools in real-world business situations through case studies of "best practices" currently being used commercially. This course is for NON-business administration majors and minors, and will be taught entirely online using Blackboard systems tools. Online course, no campus visits required. Permission required: contact Paul College Undergraduate Programs office to obtain approval. Prereq: MKTG 550, Survey of Marketing, or equivalent.

**MKTG 798 - Top/Revenue Management & Pricing**
This course covers two topics critical to today's hotel industry; the actual techniques of selling, converting inquiries from individuals and conventions into business. Revenue Management is the technique of evaluating a piece of business and determining its profitability over all departments. The course looks intently at past history as well as forecasting in order to determine the price to be charged based on demand and profitability sought. Prereq: ADMN 585 OR HMGT 600. Special fee on some topics. Also listed as HMGT 758.

**MKTG 798 - Top/ Marketing for Sustainable Businesses**

**MTKG 798 - Top/Study Away (Perspectives on the Business Environment in the Dominican Republic)**: The course is offered in J-term. Particular emphasis on the Dominican Republic is provided through a 12-day in-country experience where topics such as business expansion methods, the business climate, culture and ethics, the political and legal environment, organizational structure, the status of information technology, and the economic climate, will be explored through readings, guest lectures, visits to business organizations, and group discussions. Open to Paul majors only. Permission of instructor required. Students must meet all requirements for UNH study abroad programs. Special topics study away; may be repeated. Prereq: ADMN 585 or HMGT 600. Special fee.
MBA PROGRAMS - GRADUATE LEVEL COURSES
Students enrolled in the Part-Time Evening and Online MBA programs can elect to earn a specialization in one of six fields currently offered by Paul College.

**Marketing:** this specialization is designed around the three strategic initiatives of the marketing department: Marketing Analytics, Digital Marketing, and New Product Development. Flexibility within specialization provides tracks for less seasoned students (Marketing Analytics and tools), and for more seasoned students (Product and Service innovation focus). Designed to help students recognize, prioritize, and execute opportunities for growth through new and existing customers.

- **Required (Choose two of four):** New Product Development, Marketing Research, Digital Marketing, Marketing Analytics
- **Select 1 (Or take three Required):** Strategic Pricing, International Marketing, Consumer Behavior, Integrated Marketing Communications

**ADMN 852 - Marketing Research**
Identification, collection, and analysis of data for the marketing process. Strengths, limitations, environment, and evaluation of research in the marketing process. Prereq: ADMN 960.

**ADMN 857 - Integrated Marketing Communications**
Provides balanced coverage of all marketing communication tools, both traditional format and digital format: advertising, sales promotion, public relations, direct marketing, personal selling. Emphasizes the integration of these tools across formats so target audiences receive a consistent, persuasive message that promotes the organization's goals. Prereq: ADMN 960.

**ADMN 860 - International Marketing**
This course examines marketing practices in a global environment. The course assumes familiarity with marketing management and utilizes this as a base to develop insights and understanding in an international context. Special emphasis is placed on how to develop global marketing strategies, adaptation of marketing execution (communications, products, pricing, channels), and multinational and global structuring of the marketing and sales organization. Pre- or Coreq: ADMN 960.

**ADMN 863 - Marketing Analytics**
Marketing Analytics is the art and science of developing and utilizing quantitative marketing decision models to plan, implement, and analyze marketing strategies and tactics. The course is primarily designed for graduate students who have already acquired basic data analysis skills as well as principles of marketing. Using marketing cases and related exercises tied to Marketing Engineering for Excel (ME-EL), students will develop marketing plans in various decision contexts. Specifically, this course will introduce a wide variety of quantitative models to improve marketing decision making in such areas as market response, customer segmentation/targeting, product/brand positioning, new product development, and allocation of marketing mix expenditures. Prereq: ADMN 960.

**ADMN 864 - New Product Development**
Provides a practical introduction to the process of designing and marketing new products. Covers the major phases of market-focused product development from idea to launch, including opportunity identification and market definition, customer research and product concept development, pre-marketing testing and launch marketing. Presents proven approaches and techniques used in new product development. Allows student teams to apply lessons to the development and testing of new product concepts. Prereq: ADMN 960.

**ADMN 888 - Strategic Pricing**
The overall objective of this course is to provide students with the know-how and tools to make pricing decisions that align with the firm's strategy, drive profitability, and lead to sustainable competitive advantage. This course focuses on thoroughly understanding and articulating the monetary and psychological value drivers of the firm's value proposition, applying appropriate monetary equivalents, and successfully communicating these to the purchaser. Rather than seeking to "optimize" prices for the short run, this course takes a longer-term view of managing markets strategically. Prereq: ADMN 960.

**ADMN 960 - Marketing Management**
An analytical approach to the study of marketing problems. Examines the influence of the marketplace and the marketing environment on marketing decision making: the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort.