

Marketing Management Certificate

2022-2023 Course Listing

Course Name	Credits	Course Description
Required Core Classes – 4 credits		
BUS 655 Marketing Management	2	<p>BUS655 provides a broad overview of all the marketing activities involved in the provision of products and services to end consumers and organizational customers. Student takeaways include:</p> <ul style="list-style-type: none"> • Mastery of marketing terminology and concepts. • Understanding of the perspectives and influences that shape marketing decision making • Ability to connect marketing functions to organizational goals of customer value creation
BUS 656 Marketing Strategy and Planning	2	<p>In BUS 656 students are introduced to marketing strategy planning. The course builds on learnings from BUS 655, Marketing Management, with an emphasis on analyzing markets to develop effective marketing strategies. Student takeaways include fostering skills to:</p> <ul style="list-style-type: none"> • Analyze marketing problems and propose and evaluate alternative solutions. • Evaluate and prioritize information that influences marketing decisions. • Apply a process for developing a marketing strategy. • Effectively communicate a recommended strategy and its underlying rationale.

Course Name	Credits	Course Description
Elective Courses – choose 5 credits from the following courses		
MKT610 Qualitative Marketing Research Methods	1	<p>In MKT610, you will be introduced to qualitative marketing research methods including observation, in-depth interviews, group discussions, and ethnographies; face-to-face and on-line modalities. You will:</p> <ul style="list-style-type: none"> • Learn which tools to apply to which types of marketing challenges • Learn how to ask good questions • Learn how to design and execute qualitative marketing research projects: articulate business objectives, select tools and methods, craft discussion guides, collect and analyze data, draw insights and recommendations. • Execute a piece of qualitative marketing research to answer your own real-world current business challenge. Most students do real projects useful to them in their current jobs. Some leverage this opportunity to do a project for a company they want to work for - adding an impressive item to their resume. <p>The emphasis in this class is on applying marketing research insights to business challenges.</p>

MKT611 Quantitative Marketing Research Methods	1	<p>In MKT611, you will be introduced to quantitative marketing research concepts and tools including experimental design and causal inference, survey design and execution, sampling, finding and leveraging secondary data, segmentation and targeting, and positioning and mapping. In addition, a brief introduction is offered on big data, machine learning, artificial intelligence, and neuro/physiological marketing research. You will:</p> <ul style="list-style-type: none"> • Design an experiment to answer a marketing question • Calculate sample size needed • List and describe secondary sources; find some useful to you in your industry • Use cluster analysis to group consumers into segments. Design marketing programs for those segments. You have an opportunity to code the cluster analysis in R with step-by-step instructions; or take the instructor-generated output. • Design, execute, and draw insights from a survey. Most students do a real project useful to them in their day-job. Some leverage this opportunity to do a project for a company they want to work for - adding an impressive item to their resume. <p>The emphasis in this class is on applying marketing research insights to business challenges.</p>
MKT621 Search Engine Marketing and Optimization	1	<p>MKT 621 focuses on search engine optimization (SEO) and search engine marketing (SEM). As part of the course, students will improve the visibility of webpage(s) in the “organic results” and “local search results” through a variety of SEO tactics. Students will also learn how to use paid activities (using the Google AdWords platform) to drive traffic from the search engine results page. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • Understand how a search engine functions and the criteria that Google uses to rank web pages. • Improve the search engine optimization of webpage(s) through the technical, on-page optimization, and off-page optimization SEO activities. • Understand the basics of the Google Ads auction mechanism. • Develop a search engine marketing campaign using the Google Ads platform. • Interpret and analyze the results of a search engine marketing campaign. • Understand how SEO and SEM activities fit within an organization's overall marketing strategy.
MKT 661 Consumer Behavior	1	<p>MKT661 is designed to provide an overview of consumer behavior. Often times, effective marketing practices center on understanding and satisfying consumers' needs and wants. The focus of the course is to understand the role of consumers in society and on its relevance to marketing managers. Course objectives include:</p> <ul style="list-style-type: none"> • Critical and Analytical Thinking. You will understand the usefulness of buyer behavior theories. In addition, you will learn to use theories to explain buyer behavior and marketing practices. • Problem Solving Skills. You will be able to apply the buyer behavior concepts, theories, and frameworks that you have learned. • Customer Focus. You will gain experience in, and develop an appreciation for, adopting a customer focus. • Sensitivity toward the Effects of Marketing. You will gain an improved understanding of both the positive and negative impacts of marketing efforts on consumers.
MKT 662 Strategic Selling for Business Customers	1	<p>MKT662 blends managerial and theoretical perspectives in an examination of sales strategies, sales tactics and best practices in professional selling. The primary context for the course is business-to-business (B2B) selling, although many of the course concepts are relevant for direct-to consumer situations. The course</p>

		<p>examines the entire sales process, with particular emphasis on relationship selling, planning and delivery of sales presentations, and trust-building techniques. Course objectives include:</p> <ul style="list-style-type: none"> • Personal Selling • Building Trust and Sales Ethics • Understanding Buyers • Communications Skills • Strategic Prospecting and Preparing for Sales Dialogue • Planning Sales Dialogues and Presentations • Making Effective Sales Calls • Addressing Concerns and Earning Commitment
MKT667 Services Marketing	1	<p>In MKT667, the unique features that distinguish the marketing of services from the marketing of goods are presented and examined. In addition, key concepts such as customer satisfaction, service quality, service failure and recovery, customer retention, and creating a service culture are explored. Student takeaways include:</p> <ul style="list-style-type: none"> • Identify differences between the marketing of services and the marketing of goods. • Explore the use of the servicescape, process, and people as additional marketing mix variables. • Understand and discuss key issues required in managing customer satisfaction and service quality. • Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery. • Appreciate other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/ operations/human resource systems.
MKT670 Digital Marketing	1	<p>MKT 670 focuses on digital marketing tactics and the practical application of those tactics in support of basic business strategies as they apply to the online world of marketing, including websites, analytics, content marketing, email marketing, and emerging technologies, among other digital based topics. Particular focus will be given to measurement in a digital world through analytics and metrics. Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the scope of digital marketing and its influence on a firm's overall marketing strategies • Plan and implement an effective web presence • Navigate a website CMS to create to maintain and update a website. • Install, interpret and utilize website analytics data. • Use an inbound marketing strategy to attract, nurture and convert leads.

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