

# MK-Marketing Courses

## Courses

### **MK 101. Introduction to Consumer Marketing. 3 Hours.**

Survey course designed to provide understanding of business marketing practices and consumer decision making processes. Open to all UAB students.

### **MK 303. Basic Marketing. 3 Hours.**

Explore what goes into understanding customer needs, creating value, and building relationships. In this foundational course, students learn the key principles and strategies that drive successful marketing in domestic and international organizations. Topics discussed include positioning products effectively, pricing products (goods and services) to benefit both customers and the organization and creating an effective mix of communication efforts.

**Prerequisites:** GPAO 2

### **MK 310. Consumer Behavior. 3 Hours.**

Discover the factors that influence consumer decision making and apply this knowledge from the perspective of the marketer. Understanding theories from disciplines like psychology, economics, and cultural anthropology, students explore how perception, learning, memory, emotion, lifestyle, and self-concept impact consumers' choices.

**Prerequisites:** MK 303 [Min Grade: C]

### **MK 312. Retail Marketing. 3 Hours.**

Learn best practices for sustained success in business to consumer marketing. Examine the impacts of location, pricing, product layout, and stock availability to meet customer demand. Learners will also delve into the operation, organizational policies, and procedures for stock inventory and control that define a thriving retailer.

**Prerequisites:** (MK 303 [Min Grade: C])

### **MK 330. Professional Selling. 3 Hours.**

Learn professional selling theory and gain confidence in analytical and communication skills through actual practice with in-class role playing. Develop and implement effective sales strategies tailored to different customer needs and apply ethical principles to build long-term client relationships. Students also learn to manage and lead a sales team to achieve organizational goals.

### **MK 333. Sports Marketing. 3 Hours.**

Practice strategic analysis, positioning and marketing of professional and amateur sports events and organizations. Study the role of sponsorships and partnerships in sports marketing and how to create mutually beneficial relationships. Explore techniques for engaging and retaining fans and dive into the principles and techniques for building strong brands.

### **MK 401. Social Media in Marketing. 3 Hours.**

Survey course of the unique aspects of marketing through social media. The focus is on the application of new and emerging social media communications systems and practices that are becoming major elements in integrated marketing communication programs.

**Prerequisites:** MK 303 [Min Grade: C]

### **MK 403. Content Marketing for the Digital Age. 3 Hours.**

Students complete this course equipped with cutting-edge strategies in content marketing, grounded in purpose, ethics, and values. Students will also explore the ways AI can be used to enhance the creation, distribution, and optimization of marketing content that is not only effective but also meaningful.

**Prerequisites:** MK 303 [Min Grade: C]

### **MK 405. Marketing Analytics. 3 Hours.**

Learn how to harness data to drive strategic marketing decisions. Gain the skills to analyze consumer behavior, forecast future marketing trends and outcomes, present data in a clear, compelling manner, and develop marketing plans based on analytic output.

**Prerequisites:** MK 303 [Min Grade: C] and QM 215 [Min Grade: C] or BUS 215 [Min Grade: C] or BUS 204 [Min Grade: C]

### **MK 406. Brand Management. 3 Hours.**

This is an in-depth exploration of the exciting field of brands, brand equity, and strategic brand management. Students will learn how to identify and evaluate compelling brands, understand core principles in strategic branding, as well as how to cultivate brands that will inspire consumers. Students will learn how to create profitable brand strategies, including the design and implementation of marketing programs and activities to build, measure, and manage brand equity. Students will also learn how to leverage brands to gain corporate competitive advantages.

**Prerequisites:** MG 303 [Min Grade: C]

### **MK 408. Marketing Research. 3 Hours.**

From problem definition to analysis and interpretation, students will gain insight into all research techniques in marketing. Upon completion of this course, students will be able to confidently present a research project to a chosen organization.

**Prerequisites:** MK 303 [Min Grade: C] and QM 24 [Min Grade: C] or BUS 214 [Min Grade: C]

### **MK 410. Integrated Marketing Communication. 3 Hours.**

This course provides an in-depth exploration of Integrated Marketing Communication (IMC) strategies and practices. Students will learn how to effectively coordinate various marketing communication tools to deliver a consistent and compelling brand message across multiple channels. Topics include advertising, sales promotion, direct marketing, interactive media, publicity/public relations, sponsorship marketing, point-of-purchase communications and personal selling.

**Prerequisites:** MK 303 [Min Grade: C]

### **MK 416. International Marketing. 3 Hours.**

Gain insights into diverse cultures, consumer behavior, market trends and political environments across continents to understand how businesses adapt to succeed in a global economy. Study actual examples from multinational companies to learn the factors leading to success or failure in the global marketplace. Students get to work together with local companies to create a marketing plan for a product not currently offered abroad.

**Prerequisites:** MK 303 [Min Grade: C] or BUS 303 [Min Grade: C]

### **MK 418. Digital Marketing. 3 Hours.**

Understand how digital marketing elements fit into a comprehensive marketing strategy with this course. Explore essential topics such as online advertising, websites, search engine optimization (SEO), social media, and mobile and email marketing. Develop the skills necessary to understand metrics used to gauge digital marketing effectiveness.

**Prerequisites:** MK 303 [Min Grade: C]

### **MK 419. Services Marketing. 3 Hours.**

Explore the unique challenges and opportunities in marketing services as opposed to physical products. Students will learn how to develop and implement effective marketing strategies tailored to service-based businesses, focusing on customer experiences, relationship management and service quality.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 420. Sales Management. 3 Hours.**

Prepare for the responsibilities likely encountered in a career in sales management. Topics include recruitment, selection, training, evaluation, and compensation of a diverse team of salespeople along with best practices in leadership and motivation. Learners also explore the evolution of professional selling and practice the fundamental skills of research, design, and presentation in a sales scenario.

**Prerequisites:** MK 330 [Min Grade: C](Can be taken Concurrently)

**MK 423. Emerging Trends in Professional Selling. 3 Hours.**

Stay ahead in the competitive business-to-business sales market while gaining practical insights into emerging trends in professional selling. Industry experts share up to the minute knowledge of selected topics like advanced sales techniques and technologies, social selling, virtual selling, customer relationship management (CRM), team-based selling, and sales negotiations.

**Prerequisites:** MK 330 [Min Grade: C]

**MK 425. Advanced Professional Selling. 3 Hours.**

This course builds upon the basic selling skills learned in MK 330 and other communications courses. The students will focus on enhancing value-adding selling skills and developing long-term, mutually-beneficial customer relationships in a B2B context.

**Prerequisites:** MK 330 [Min Grade: C]

**MK 436. Digital Marketing Analytics. 3 Hours.**

Exploration of measuring and analyzing digital marketing strategies. Students will acquire industry certification in addition to creating an online marketing strategy with an emphasis on campaign optimization.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 445. Marketing Internship. 1-3 Hour.**

An internship is ideal for students who are passionate about marketing, eager to learn, and ready to take on new challenges. Interns connect with industry leaders, building valuable connections while working on live projects, applying classroom knowledge to real marketing challenges. Instructor's permission required.

**Prerequisites:** MK 303 [Min Grade: C] and BUS 303 [Min Grade: C] or BUS 306 [Min Grade: C]

**MK 449. Integrated Marketing Communications Practicum. 3 Hours.**

Students will use their marketing knowledge to create social media marketing plans for local organizations, primarily focusing on the tactical aspects of integrated marketing communications. This practicum is a requirement for those seeking to obtain an undergraduate social media marketing certificate.

**Prerequisites:** MK 303 [Min Grade: C]

**MK 450. Strategic Marketing. 3 Hours.**

Course addresses problems of marketing management with emphasis on planning, implementing and controlling marketing activities with individual firms.

**Prerequisites:** (BUS 350 [Min Grade: C] and FN 310 [Min Grade: C] and MK 312 [Min Grade: C] and MK 320 [Min Grade: C] and MK 408 [Min Grade: C] and MK 410 [Min Grade: C])

**MK 471. Health Care Marketing. 3 Hours.**

This class is designed for upper level students with an interest in and/or who seek employment in the healthcare industry. It is also appropriate for seniors in Medical Equipment Sales and Distribution. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. The course examines health care organizations as customers in a Business to Business environment as well as the special challenges in implementing marketing strategies.

**MK 490. Special Topics in Marketing. 3 Hours.**

Selected marketing topics not covered in other marketing courses.

**Prerequisites:** (MK 303 [Min Grade: C])

**MK 499. Directed Readings in Marketing. 1-3 Hour.**

Specific areas in marketing.