STRATEGIC MARKETING COMMUNICATIONS (MCGB)

MCGB 6710. MARKETING IN THE DIGITAL AGE. (3 Credits)
This course introduces the ways in which marketing creates value in the interactions with other business functions, stakeholders and consumers. It emphasizes why and how successful marketing needs to be customer-driven, especially in the digital age where consumer engagement through various channels is key to a firm’s success. Topics covered include the strategic marketing process, the exchange of value; market segmentation, targeting, and positioning, and the marketing mix in the digital economy.

MCGB 7537. CRISIS COMMUNICATION & LEADERSHIP STRATEGIES. (3 Credits)
Every organization faces crises. Yet, how crisis is handled is critical to helping its brand move forward. Students learn theoretical conceptualizations, public relations and crisis management skills to handle real world crises. Students assess how public-relations fits into the strategic management and decision-making of an organization during a crisis situation. Possible remedies for crisis are examined by applying best strategies for specific situations, using both traditional and new media, while also focusing on strategies and approaches for crisis prevention.

MCGB 7550. LEADERSHIP COMMUNICATION. (3 Credits)
Communicating effectively is essential to successful management, yet many managers lack an understanding of their own communication skills. This course instructs students on what effective management communication means for teams and leadership styles, including communicating change, managing stakeholders, empowering others, and presenting compelling ideas. Students learn how to provide constructive feedback and how to examine their own communication style, applying theories and concepts via practical means in course activities and assignments.

MCGB 7580. SOCIAL & DIGITAL MEDIA. (3 Credits)
This course examines social-media innovations and the disruptive force they create on traditional media, as well as how businesses across industries are handling the new technological environment. This course examines the factors affecting why and how consumers adopt or fail to adopt to new media technologies and services. It also considers how the characteristics of individual technologies and services affect the adoption process and how adoption patterns differ across consumer categories.

MCGB 7581. PERSUASIVE CORPORATE COMM. (3 Credits)
Business professionals have long known that the ability to influence others is a critical business skill. Developing long-term relationships with clients and developing an effective corporate culture is highly valued. Students learn contemporary communication skills from academic and applied fields, detailing effective and ineffective practices for persuading stakeholders at various levels. Students examine how different communication channels impact the degree to which an audience is persuaded, and how it affects internal and external organizational communication.

MCGB 7582. SPONSORSHIP. (3 Credits)
Most major companies employ sponsorships to reach their target audiences, spending an estimated $60 billion annually. In this course, students learn how and why sponsors choose certain properties, how properties prospect, recruit, and retain sponsors, unique opportunities for brand exposure, recall, and associations, and the importance of product category exclusivity. Special attention is given to sponsorship activation and flexible, customizable sponsorships to fulfill specific brand goals, as well as evaluation and measurement in determining the sponsorship effectiveness.

MCGB 7720. UNDERSTANDING DIGITAL CONSUMER. (3 Credits)
Consumer behavior is rapidly changing as channels and shopping offer more options and more data points. This course prepares students for marketing to digital consumers, covering the latest social science research and theories to better understand consumer behavior. The course focuses on applications in managerial decision-making for digital consumers. Topics include motivation, learning, memory, perception, attitude formation and change, perception, consumer and social well-being that aid predicting consumer behavior in traditional marketplaces and on digital platforms.

MCGB 7730. CONTEMPORARY RESEARCH METHODS. (3 Credits)
This course provides a fundamental understanding of analytical methods and their application in marketing and communications. It covers analytical tools needed to quantify market potential, empirically establish customer needs, and optimize efficiencies of market communications. It discusses the research process and the identification, collection, analysis and dissemination of consumer data. Topics include problem definition, using secondary data, quantitative and qualitative methods, preparation and evaluation of surveys, and data analysis.

MCGB 7755. INTEGRATED MARKETING COMM. (3 Credits)
This course analyzes the planning, execution and measurement of advertising campaigns, with a focus on developing ad campaigns and media planning that maximize consumer engagement. Topics include the role of advertising in the marketing mix, tools, techniques and processes used in creating advertising strategy, media planning, legal issues and ethical considerations in advertising. An emphasis is placed on creative ways to foster awareness and maintain consumer involvement through digital media platforms and other marketing tools.

MCGB 7785. MARKETING STRATEGY. (3 Credits)
This course presents an integrated framework on how marketing decisions can be guided by the company environment, the company’s strengths and weaknesses, and future prospects in the marketplace. It synthesizes current research on strategic marketing theory, and involves students in practice through the use of computer simulations, data analytics, measurement tools and case analyses. This enables students to develop the most current techniques needed to optimize marketing activities related to pricing, advertising, distribution and product development.