

MARKETING (MAR)

MAR 255 Principles of Marketing (3 Credits)

Management

Marketing as a major business function and social process. Analysis of market forces. Marketing opportunities. Determination of price, product, distribution, promotion, and organization policies required to control and fulfill planned marketing programs.

Prereq: ECN 101 and (MAS 261 or MAT 122 or 221)

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MAR 270 Experience Credit (1-6 Credits)

Management

Repeatable

MAR 280 International Course (1-6 Credits)

Management

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

MAR 290 Independent Study (1-6 Credits)

Management

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

MAR 300 Selected Topics in Marketing Management (1-6 Credits)

Management

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

MAR 301 Essentials of Marketing (3 Credits)

Management

Exploration for non-Whitman students of the principles of marketing as a major business function and social process. Analysis of marketing forces. Marketing opportunities. Determination of price, product, distribution, promotion and organizational policies required.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MAR 356 Marketing Research (3 Credits)

Management

Application of various research methods to marketing. Planning, design, execution, and interpretation of applied marketing research studies.

Prereq: MAR 255 or 301; Coreq: MAS 362 or BUA 345

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MAR 357 Consumer Behavior (3 Credits)

Management

Motivation, learning theory, perception, attitude theory, and social referents: how they affect consumer behavior. Consumer measurement and strategy assessment.

Prereq: MAR 255 or 301

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MAR 378 Industrial Marketing (3 Credits)

Management

Industrial market behavior and market segmentation. Planning and marketing research. Determination of price, product, distribution and promotion in the context of industrial marketing. Industrial marketing evaluation and control.

Prereq: MAR 255 or 301

MAR 380 International Course (1-12 Credits)

Management

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

MAR 400 Selected Topics (1-6 Credits)

Management

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

MAR 401 Electronic Retailing and Marketing (3 Credits)

Management

Cross-listed with RMT 457

Overview of current e-tailing practices in business to consumer marketplace. Internet technology and capabilities.

Prereq: MAR 255 or MAR 301

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MAR 407 Sales Management in B2B Markets (3 Credits)

Management

This course covers managing a sales force and a firm's selling effort. Topics include strategic planning, designing and developing a sales force, managing major accounts, sales marketing alignment and how sales people create value.

Prereq: MAR 255 or 301

MAR 444 New Product Management (3 Credits)

Management

The product innovation process. Learning how managers can best use models and analytical tools to improve decision-making in the development, launch, and management of new products.

Prereq: MAR 255 or 301

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MAR 445 Brand Management (3 Credits)*Management*

Concepts and tools essential for performing the role of a brand manager in a dynamic and competitive market. Coordinating marketing activities to achieve a profitable and sustainable market position of the brand.

Prereq: MAR 255 or 301

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MAR 452 Pricing Strategies for Products and Services (3 Credits)*Management*

Double-numbered with MAR 652

Focuses on process of pricing decisions for products and services. Builds on conceptual foundations of economic and psychological theories of pricing, principles of optimal pricing decisions, strategies and techniques, analytical tools, and data sources. Additional work required for graduate students.

Coreq: MAR 356

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MAR 453 Marketing Analytics (3 Credits)*Management*

Double-numbered with MAR 653

The course will focus on three aspects of analytical marketing: survey research, managing and synthesizing data from multiple sources, and data analysis and decision making including regression analysis, choice modeling and classification, principle component analysis, and both cluster and conjoint analysis. Additional work for graduate students.

Prereq: BUA 345 and MAR 255 CoReq: MAR 356

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MAR 454 Digital Marketing (3 Credits)*Management*

This course provides students with practical knowledge and insights into digital marketing. Students will learn terminologies, concepts, and theories of digital marketing and develop analytical skills by exploring practical digital marketing tools. The major topics of the course include web analytics, A/B testing, search engine marketing, digital marketing campaign optimization, social media marketing strategy and analytics, and mobile marketing.

Prereq: MAR 255 Coreq: MAR 356

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MAR 455 Marketing Communications (3 Credits)*Management*

Management of marketing communications. Topics include budgets, planning campaigns, controlling impact and coordinating information flows.

Prereq: MAR 255 or 301

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MAR 456 Global Marketing Strategy (3 Credits)*Management*

Building on concepts from previous marketing courses, this capstone course provides students both research and conceptual tools for understanding and making decisions about marketing strategy in the rapidly changing global environment.

Prereq: MAR 255 or 301

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MAR 470 Experience Credit (1-6 Credits)*Management*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

MAR 480 International Course (1-12 Credits)*Management*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

MAR 490 Independent Study (1-6 Credits)*Management*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

MAR 499 Honors Capstone Project (1-3 Credits)*Management*

Completion of an Honors Capstone Project under the supervision of a faculty member.

Repeatable 3 times for 3 credits maximum