

Marketing (MKTG)

MKTG 510 Economics of Marketing 1.5 Credit (1.5,0)

Economic factors affecting marketing. Impact of macro/microeconomics, market structures, and supply-demand on pricing, promotion, and distribution.

Course Offered at: Worldwide, Asia

MKTG 511 Science of Selling 1.5 Credit (1.5,0)

Sales strategies and management in marketing. Sales programs, performance optimization, customer lifetime value.

Course Offered at: Worldwide, Asia

MKTG 512 Delivering Customer Solutions 1.5 Credit (1.5,0)

Strategic decisions for product and service solutions. Market analysis, new product development, lifecycle management, and service quality.

Course Offered at: Worldwide, Asia

MKTG 514 Professional Service Marketing 3 Credits (3,0)

Service marketing in a customer-driven context. Service quality, using the Gap model to differentiate tangible goods from services.

Prerequisites: MKTG 510 and MKTG 511 and MKTG 512 or MKTG 311

Course Offered at: Worldwide, Asia

MKTG 515 Strategic Marketing Management in Aviation 3 Credits (3,0)

Development, implementation, and control of marketing strategies in aviation/aerospace organizations; strategic marketing processes and analytics; market segmentation, customer satisfaction, and service quality.

Course Offered at: Daytona Beach

MKTG 599 Special Topics in Marketing 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in marketing

Course Offered at: Daytona Beach, Prescott, Worldwide

MKTG 616 Electronic Commerce 3 Credits (3,0)

Development of knowledge and skills in Electronic Commerce (E-commerce) with a focus on aviation and aerospace management; understanding operational and strategic uses of E-commerce in the aviation industry, with emphasis on electronic marketplace, selling, marketing, and communication tools.

Course Offered at: Daytona Beach

MKTG 625 Airline Marketing 3 Credits (3,0)

Marketing air transportation services, including passenger and cargo markets; determinants of travel demand, growth factors, seasonality, and cargo traffic categories; product and service elements, advertising roles, marketing structure, pricing, and scheduling.

Course Offered at: Daytona Beach

MKTG 630 Customer Value 3 Credits (3,0)

Strategies for meeting and exceeding customer expectations. Customer loyalty, company response to change, and value creation in competitive markets.

Prerequisites: MKTG 510 and MKTG 511 and MKTG 512 or MKTG 311

Course Offered at: Worldwide, Asia

MKTG 632 Global Marketing 3 Credits (3,0)

Global marketing management strategies. Legal, regulatory, political, and cultural factors influencing international products and services.

Prerequisites: MKTG 510 and MKTG 511 and MKTG 512 or MKTG 311

Course Offered at: Worldwide, Asia

MKTG 633 Digital Marketing 3 Credits (3,0)

Digital marketing strategies and their impact on customers, retailers, and manufacturers. Analytics, search engines, social media, web/mobile design, and reputation management.

Prerequisites: MKTG 510 and MKTG 511 and MKTG 512 or MKTG 311

Course Offered at: Worldwide, Asia

MKTG 640 Analytics in Marketing Decision-Making 3 Credits (3,0)

Use of analytics for marketing decisions. Marketing metrics, modeling tools, and web/social media measurement.

Prerequisites: MKTG 510

Course Offered at: Worldwide, Asia

MKTG 699 Special Topics in Marketing 1-6 Credit (1-6,0)

Individual, independent, or directed studies of selected topics in marketing

Course Offered at: Daytona Beach, Prescott, Worldwide

MKTG 710 Advanced Marketing Management in Aviation and Aerospace 3 Credits (3,0)

Marketing management principles in the global airline, airport, and aerospace industries; market segmentation, consumer research, service development, communication strategies, distribution systems, pricing, and revenue management.

Course Offered at: Daytona Beach