

Marketing (MKTG)

MKTG 311 Marketing 3 Credits (3,0)

Exploration of marketing theory; marketing management; market research; customer relations; promotion; distribution; sales management; creating customer value.

Prerequisites: MGMT 201

Course Offered at: Daytona Beach, Prescott, Worldwide, Asia

MKTG 320 Consumer Behavior 3 Credits (3,0)

Psychological, social, and cultural factors influencing consumer decision making. Perception, motivation, attitudes, beliefs, personality, and lifestyle.

Course Offered at: Worldwide

MKTG 326 Marketing Management 3 Credits (3,0)

Situational analysis and marketing strategy development. Environmental scanning, target market selection, and tactical development of product, price, place, and promotion to support strategy.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach

MKTG 330 Professional Selling 3 Credits (3,0)

Business-to-business professional selling. Sales strategies, techniques, and customer relationship management.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach, Worldwide

MKTG 336 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.

Prerequisites: MKTG 311 and BUAN 232

Course Offered at: Daytona Beach

MKTG 355 Data Driven Decision Making 3 Credits (3,0)

Marketing research and data analysis for problem solving. Research design, data collection, questionnaire construction, data mining, and presentation of results for managerial decision making.

Prerequisites: STAT 222 and MKTG 311

Course Offered at: Daytona Beach

MKTG 399 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 400 Social Media Marketing 3 Credits (3,0)

Social media networks and technologies for branding, awareness generation, and revenue. Power shift from firms to customers through social media, digital streaming, and digital applications.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach, Worldwide

MKTG 402 Creative Content 3 Credits (3,0)

Content creation for advertising, sales promotion, sponsorships, and direct marketing. Customer-facing content for integrated marketing communications.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach

MKTG 405 Corporate Aviation Marketing 3 Credits (3,0)

Corporate and general aviation market dynamics. Role of corporate flight departments, fixed base operators, aircraft charters, event marketing, and trade shows.

Prerequisites: MGMT 201

Course Offered at: Daytona Beach

MKTG 415 Aerospace Marketing 3 Credits (3,0)

Marketing and sales strategies in B2B aerospace industry. Commercial aircraft acquisition processes, MRO, and aftermarket relationships.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach

MKTG 425 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.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach

MKTG 432 Global Sales Management 3 Credits (3,0)

Personal sales and sales management on a global scale; effective leadership and decision-making for global sales management issues and simulations.

Course Offered at: Prescott

MKTG 435 Airport Marketing 3 Credits (3,0)

Marketing for airlines and passengers in airports. Impact of airline business models on passenger services and airport concession planning.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach

MKTG 445 Government as Customer: Aerospace Business Development 3 Credits (3,0)

Business development and acquisition in aerospace B2G markets. Defense, air mobility, safety, and security.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach

MKTG 449 Strategic Marketing Management 3 Credits (3,0)

Strategic analysis and evidence-based marketing decisions. Market analysis, targeting, programming, and evaluation.

Prerequisites: MKTG 311

Course Offered at: Worldwide, Asia

MKTG 450 Airline/Airport Marketing 3 Credits

(3,0)

Integrated marketing communications for airline and airport industries. Customer segmentation, ancillary revenue, and route development.

Prerequisites: MKTG 311

Course Offered at: Daytona Beach, Worldwide, Asia

MKTG 490 Strategic Marketing Analytics and Data

Visualization 3 Credits (3,0)

Use of customer data for strategic marketing decisions. Visualization and manipulation of marketing data to guide decision making.

Prerequisites: MKTG 355

Course Offered at: Daytona Beach

MKTG 499 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