

# Marketing (MK)

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## Courses

### **MK 220 Marketing 3 Credits (3,0)**

Marketing theory; marketing management, sales management; market research. Public and customer relations, advertising, distribution.

### **MK 326 Marketing Management 3 Credits (3,0)**

Marketing management in today's global marketplace. Situational analysis and development of marketing strategy, including environmental scanning, target market selection, and tactical development of product, price, place, and promotion considerations to support the chosen strategy.

**Prerequisites:** MK 220

### **MK 330 Professional Selling 3 Credits (3,0)**

Professional selling in a business-to-business context.

**Prerequisites:** MK 220

### **MK 355 Data Driven Decision Making 3 Credits (3,0)**

Fundamentals of marketing research and data analysis designed to solve marketing and business problems. Research processes and data collection methods and analysis utilized to develop information for managerial decision making. Problem definition, research design, questionnaire construction, data collection methodology and data mining tools for the evaluation of data and presentation of results.

**Prerequisites:** MA 222 and MK 220

### **MK 400 Social Media Marketing 3 Credits (3,0)**

Social media networks and technologies for marketing purposes. Social media, digital streaming and digital applications for awareness generation, branding and revenue generation. How social media and technologies are shifting the balance of power from firms to customers.

**Prerequisites:** MK 220

### **MK 402 Creative Content 3 Credits (3,0)**

Marketing content across the mix of advertising, sales promotion, sponsorships, and direct marketing for integrated marketing communications. Content creation to persuade a customer to engage with a brand. Development of the needed customer facing content across promotional tactics.

**Prerequisites:** MK 220

### **MK 405 Corporate Aviation Marketing 3 Credits (3,0)**

The structure and competitive dynamics of the corporate and general aviation marketplace. The role of the corporate flight department, fixed based operators and aircraft charters. Event and trade show marketing activities within the corporate and and general aviation marketplace.

**Prerequisites:** BA 201

### **MK 415 Aerospace Marketing 3 Credits (3,0)**

Marketing and sales strategies aerospace firms use in the business-to-business (B2B) marketing. Commercial aviation aircraft acquisition processes. MRO and aftermarket industry structure and relationships.

**Prerequisites:** MK 220

### **MK 425 Airline Marketing 3 Credits (3,0)**

Marketing within the airline industry and the influences on airline ticket purchasing. By what means are different travel segments identified. How different airline business models create products and services. Promotional strategies and tactical tools used to build airline brand image. Measuring airline service quality.

**Prerequisites:** MK 220

### **MK 435 Airport Marketing 3 Credits (3,0)**

Marketing in the airport industry. Identify and differentiate the needs of the two customer groups the airport serves, airlines and passengers. How airline business models influence passenger services offered and the airport's concessions plan. Promotional strategies and tactics airports use to market the airport.

**Prerequisites:** MK 220

### **MK 445 Government as Customer: Aerospace Business Development 3 Credits (3,0)**

Business development activities and processes in the business-to-government (B2G) environment. Acquisition procedures in the defense, air mobility, safety and security aerospace markets.

**Prerequisites:** MK 220

### **MK 450 Airline/Airport Marketing 3 Credits (3,0)**

Marketing in the airline / airport industries. Consumer segmentation, integrated marketing communications and social media for customer targeting and service delivery. Channel structure and ancillary revenue generation. Route development and non-aeronautical revenues.

**Prerequisites:** MK 220

### **MK 490 Strategic Marketing Analytics and Data Visualization 3 Credits (3,0)**

Using customer data from a variety of sources to make strategic marketing decisions. Visualization and manipulation of marketing data used in the decision-making process to assist managers in formulating marketing plans and strategies.

**Prerequisites:** MK 355 **Corequisites:** Senior Standing and 12 credit hours of 300-400 level MK classes