

BUMK - MARKETING

BUMK 200 Marketing (3 Credit Hours)

This course focuses upon many foundation concepts of marketing. The concepts covered in the class include: strategic marketing planning, ethic B2B, B2C, economics, e-commerce consumer behavior, marketing research, segmentation, targeting, positioning, product development, distribution, supply chain, direct marketing, promotional issues and pricing.

Academic Level: Undergraduate

BUMK 303 Non Profit Marketing (3 Credit Hours)

This course is a focus on the industry of nonprofit businesses and will include the following topics: an overview of nonprofit businesses, branding a nonprofit business, engaging with shareholders, innovation, communication, competitive analysis and measuring success.

Academic Level: Undergraduate

BUMK 305 Consumer Behavior (3 Credit Hours)

This course is a focus on the consumer behavior aspects and will include the following topics: an overview of consumer behavior and why consumers purchase products, influences on those purchases, as well as the different personalities of buyers and how to market to them.

Academic Level: Undergraduate

BUMK 310 Advertising (3 Credit Hours)

This course is designed to expose students to the fundamentals of integrated marketing communications theory and practice. Both traditional and digital media will be studied along with creative process, segmentation, targeting, positioning, sales promotion, event sponsorship, personal selling and public relations. The economic and societal role of integrated marketing communications will also be examined.

Academic Level: Undergraduate

BUMK 312 Entrepreneurship/Small Business Management (3 Credit Hours)

This course is planned to work through the functional areas of business as they apply to entrepreneurship/small business. Functional areas of business will be covered in the context of entrepreneurship/small business and include: legal forms of business ownership, the development of business plans and system integration, financing, accounting, promotion, pricing, product/service decisions, distribution, operations and human resource needs.

Equivalent to BUMG 312.

Academic Level: Undergraduate

BUMK 320 Retail Marketing (3 Credit Hours)

This course is a focus on the marketing aspects at the retail level and will include the following topics: an overview of retail businesses and marketing tactics, the competitive forces in retailing, developing store layouts, and assessing and implementing successful retail strategies.

Academic Level: Undergraduate

BUMK 325 Services Marketing (3 Credit Hours)

This course is a focus on the service industry of marketing and will include the following topics: an overview of services marketing, the tactical services marketing mix, assessing and implementing successful service strategies.

Academic Level: Undergraduate

BUMK 330 Industrial Marketing (3 Credit Hours)

This course is a focus on how to market to other businesses, also known as B2B marketing. This course will focus on online B2B marketing as the trend in this environment has moved with technological advances, and will include offline marketing in this space.

Academic Level: Undergraduate

BUMK 335 Global Marketing (3 Credit Hours)

A course in marketing that applies theory to world markets. The course will cover the following topics: the role of global marketing within the overall strategy of the firm; and, cultural, economic, political and legal issues will be addressed in the global context. Emphasis is placed on developing the marketing mix appropriate to various global or international environments.

May be repeated for credit.

Academic Level: Undergraduate

BUMK 340 Marketing and Public Relations (3 Credit Hours)

This course is a focus on the framework of Public Relations and Marketing. Topics include building relationships as a trusted organization, tactics and strategies for persuasive communication messages. Concepts such as implementing, budgeting, pitching new businesses, ethical presentations, and evaluating and measuring messages with a strategic matrix.

Academic Level: Undergraduate

BUMK 345 Marketing Research (3 Credit Hours)

This course is a focus on how to perform market research and analyze and evaluate the findings while applying it to the marketing environment. Topics include setting up a marketing research plan, the qualitative aspect of marketing research, the quantitative methods of research, and reporting and analyzing research results.

Academic Level: Undergraduate

BUMK 350 Social Media Marketing Strategy (3 Credit Hours)

This marketing course emphasizes the planning and execution of marketing and communications strategies using social media, other mobile marketing tools and measuring outcomes based upon established goals and metrics. The course will build upon basic marketing concepts developed in BUMK 200.

Academic Level: Undergraduate

BUMK 355 Guerrilla Marketing (3 Credit Hours)

This course is a focus on how to apply guerrilla marketing to a company, product, or service. crisis marketing. Concepts will include developing a guerilla marketing plan, Topics will delve into the areas of traditional marketing versus nontraditional and choosing the best low-cost nontraditional marketing strategy. Aspects such as Cost per thousand (CPM) and a focus on non-media advertising will be covered.

Academic Level: Undergraduate

BUMK 360 Marketing Politics (3 Credit Hours)

This course examines how marketing principles are applied in political campaigns. Students will study voter behavior, develop strategic campaign methods, and assess the effects of different media on political communication and outcomes.

Academic Level: Undergraduate

BUMK 380 Marketing the Tourism/Hospitality Industry (3 Credit Hours)

This course focuses specifically on the tourism and hospitality industry. Concepts such as marketing to vacationers, travel, and different attractions will be explored. Areas such as family vacation desires, exploration into tourist locations, hotel and restaurant marketing, and promoting a once in a life time experience in different venues will be explored.

Academic Level: Undergraduate

BUMK 385 Marketing the Healthcare Industry (3 Credit Hours)

This course is a focus on the marketing the healthcare industry. The course will focus on researching the healthcare environment, consumer, physician, and hospital healthcare marketing. Developing a strategic healthcare plan, including covering topics in biopharma and social cause healthcare.

Academic Level: Undergraduate

BUMK 400 Marketing Seminar (3 Credit Hours)

This course will focus on marketing topics of current interest and significance.

Academic Level: Undergraduate

BUMK 405 Sales Management (3 Credit Hours)

This marketing course focuses on the unique challenges, opportunities and management of the career area of personal selling, which is a key component of an organization's promotional activities. Topics that are studied include: the personal selling process, sales force organization, recruiting salespeople, developing and training sales people, directing the sales force, forecasting sales and developing budgets, territories, analysis of sales volume, marketing cost and profitability analysis and legal and ethical issues.

Academic Level: Undergraduate

BUMK 410 Marketing Data Analytics (3 Credit Hours)

This course is a focus on how to analyze data analytics and how to apply it to the marketing environment. Topics include marketing in the data driven age, and transforming an organization's marketing efforts based on data. Students will analyze and apply data metrics to develop a marketing conclusion.

Academic Level: Undergraduate

BUMK 420 Research Methods (3 Credit Hours)

This course is a focus on how to perform market research and analyze and evaluate the findings while applying it to the marketing environment. Topics include setting up a marketing research plan, the qualitative aspect of marketing research, the quantitative methods of research, and reporting and analyzing research results.

Equivalent to SLM 420.

Academic Level: Undergraduate

BUMK 425 Advanced Selling Skills (3 Credit Hours)

This course prepares students for entry-level professional sales positions by developing the knowledge, skills, and confidence needed to succeed in customer-facing roles after graduation. Emphasis is placed on customer relationship management (CRM), sales automation, and time and territory management. Through interactive and experiential learning, students will engage in discussions, fieldwork with professional salespeople, and role-play exercises that simulate real-world sales interactions. They will learn how to initiate meetings, conduct effective sales calls, and deliver persuasive informational and consultative presentations. The course culminates with a live or simulated sales project in which students apply their learning to sell an actual product or service.

Academic Level: Undergraduate

BUMK 430 Marketing Crisis Communication (3 Credit Hours)

This course is a focus on how to handle crisis marketing. Topics will include writing and designing successful communication using creative, technical, persuasive communication in the areas of marketing, advertising and public relations.

Academic Level: Undergraduate

BUMK 444 Sponsorship (3 Credit Hours)

Sponsorship is modern and effective marketing approach that global brands and local causes are increasingly employing. This course provides students with the conceptual, tactical and strategic aspects of sponsorship, a marketing tool used by brands to promote their products and services and adopted by properties in sport, the arts, causes, municipalities, and other activities to drive their resource base. This course will equip you with the knowledge, skills, and background to work in the sponsorship environment, including the tactical areas of activation, servicing and evaluation.

Equivalent to SLM 444.

Academic Level: Undergraduate

BUMK 450 Digital Marketing (3 Credit Hours)

This course is a focus on the industry of Digital Marketing and helps to prepare students for the Online Marketing Certified Associate (OMCA) certification. Topics include digital marketing strategy and analytics, Digital Advertising, Search Engine Optimization, Mobile, email, and social media marketing, among other aspects of the digital world.

Academic Level: Undergraduate

BUMK 460 Marketing Pricing Strategies (3 Credit Hours)

This course explores the process of setting prices within the marketing industry. Students will learn to apply analytical frameworks and tools to devise pricing strategies that align profits with market forces and customer perceptions. Strategies such as maximizing profit, loss leader, skimming price, and other functions will be explored.

Academic Level: Undergraduate

BUMK 475 Event Marketing (3 Credit Hours)

This course focuses on the strategic development and execution of marketing events. Students will design and market engaging events, and measure the effectiveness of event marketing initiatives. Topics may include local events to national or even global events and the difference between marketing strategies for different sized events will be explored. Discussion on marketing planning and target demographics will be entertained.

Academic Level: Undergraduate

BUMK 485 Special Topics in Marketing (3 Credit Hours)

This course is a focus on all the components of marketing focused on a current topic. Topics will vary from term. A focus on how the particular topic applies to Marketing and current industry trends. May be repeated for credit.

Academic Level: Undergraduate

BUMK 490 Capstone/Internship in Sales Experience (3 Credit Hours)

This capstone course provides students with an immersive, real-world experience in professional selling. Working directly with an organization, students apply the knowledge and skills gained throughout the Sales Minor to understand sales operations, leadership, and go-to-market strategy development. The course emphasizes sales planning, team organization, and customer relationship management. Under the guidance of a senior industry mentor and the instructor, students create and present a comprehensive sales strategy and implementation plan designed to enhance the organization's customer engagement and revenue growth.

Academic Level: Undergraduate

BUMK 498 Strategic Marketing Management (3 Credit Hours)

This course is a focus on all the component of marketing in a capstone course. Students will incorporate all aspects of marketing into a complete strategic marketing management plan.

Academic Level: Undergraduate

BUMK 515 Marketing Innovation (3 Credit Hours)

Marketing Innovation is a course designed to introduce and provide tactical content in marketing for managers and future managers. It takes a very digital, innovation, and technology-driven approach to marketing, and graduates will learn how to research, design, build and implement marketing strategies and tactics for a variety of industries and contexts. As consumer behaviors evolve and product consumption becomes increasingly digital in nature, students will examine how marketing can be used to drive innovation, digital transformation, data-driven marketing segmentation, and product positioning. The course emphasizes practical applications, case studies, and strategic problem-solving.

Academic Level: Graduate

Enrollment is limited to students with a program in Business Administration.

Enrollment is limited to Graduate level students.