MAR 5100 Communications

Oral and written communication skills are critical to success in the marketing field. This course presents communication as integral to management and marketing strategy. This course introduces the basics of communication strategy: audience analysis, communicator credibility, message construction, and delivery. It will enhance your abilities to design effective messages, from concept to delivery.

MAR 5507 Consumer Behavior and Customer Relationship Management

Customer Relationship Management (CRM) has changed the conversation in consumer-focused marketing, and companies are successful when they use CRM to optimize the identification, acquisition, growth and retention of desired customers. This course provides students with a practical understanding of the issues that affect B2C and B2B relationships, including the psychological, social and cultural drivers influencer of angedo (i)8(o)8(n)8(sh)8(i)8(sh)613(M)13(7( )-797(i)8(o)8(n)8( )-7(o)8(f)o)8(00912 0 612 792 reW8(a

MAR 5899 Marketing Capstone

In the Capstone, students create a marketing plan and fully integrated campaign including digital and soci

learned to increase the spending rate of current customers and cost-effectively acquire new customers. They integrate strategic marketing mix elements with corporate goals and maximize the benefits of e-commerce technology. And they discover cutting-edge strategic marketing models and their real-world applications.

DAV 5200 Visual Design and Storytelling

Analysts must present their data in effective and compelling visualizations. This course combines the best heuristics for data presentation with hands-on experience in creating spreadsheet charts and data visualizations from a variety of source data. Students will learn how to combine text and visualizations to craft stories that promote deeper engagement with data analyses and conclusions.

DAV 5400 Analytics Programming

Code-based solutions can be richer, more accurate, and more flexible than those that rely on off-the shelf software and analytics packages. This course teaches the programming skills that data analysts need to prepare structured and unstructured data for downstream analysis. Students will use high-level programming languages to create rich data analysis workflows.

MAR 5726 Social Computing in the Information and Interaction Age

Social computing brings people together in virtual spaces to facilitate various kinds of technology-mediated social participation, such as connecting, discussing, sharing, and recommending. This course explores the revolutionary upheavals and societal trends that resulted from recent generations of internet

including social networking, virtual communities, artifact and knowledge sharing sites, and mobile and location-based technologies and services   as well as emergent trends in this rapidly changing space.
group
and community formation and identification, social network theory, individual motivations, and trust in

impact of social media and modern communication tools on areas like commerce, entertainment, networking and relationship building, community action, sustainability, national security, emergency management, healthcare, citizen science, and education.

MAR 5727 Applied Social Media

If you are one of the over a billion registered users of Facebook, then you are familiar with using social media. But what is social media exactly? And how does it differ from other forms of media? We answer
s evolved and transformed the way
we think about both marketing and how we communicate with each other. Most importantly, we will learn how to apply the practices and tools of social media marketing by observing, analyzing, and experimenting.

MAR 5728 Digital Storytelling

Marketers tell story with purpose, and digital marketers create content that resonates with audiences through different and non-traditional channels. This course equips students with the knowhow to control and integrate the narrative acroowhow to control

digital/physical artifacts to tell stories and tailor messages for a variety of market segments and effectively engage, excite, and convert leads into long-term customers.

MAR 5729 Web Design and User Experience

Behavioral research tells us that digital media should be useful, intuitive and visually appealing. They must also tell a consistent story across each stage of the customer journey. This course introduces foundational concepts of design and development, using best practices in information architecture and user experience. By the end of the course students will be able to create websites and digital properties

MAR 5730 Web Analytics and SEO

Web analytics and SEO allow companies to achieve sales and business objectives. By tracking online visitors and analyzing their activities, marketers can refine their keyword strategies, and optimize digital properties to increase time on site and conversion rates. This course prepares students to effectively drive and measure web traffic using a variety of digital platforms. Students learn to build digital marketing measurement models maps business objectives to Key Performance Indicators. They will also explore how to obtain and analyze data to make actionable recommendations.

MAR 5731 Predictive Analytics

Effective marketers harness the power of big data to develop consumer insights and make data-driven decisions. This course introduces students to the application of statistical and research-based techniques that predict behavior. Students construct models to ensure effective campaigns and initiatives, and evaluate the trade-offs between analysis, prediction and actual program execution.

MAR 5732 Omnichannel Communications Optimization

Omnichannel communications optimization allows us to create coherent and consistent messaging across all touchpoints, improving both SEO results and the conversion journey. Through research into messaging, search engine algorithms, and keyword bidding strategies, students will learn to identify the optimal language, content, and strategies to reach communication goals.

MAR 5734 Influencer Content Strategy

Influencers have emerged as an authentic, trustworthy source within a fragmented media landscape

leverage the psychology of persuasion to craft contagious content, build stickier messages, and get any product, idea
their social networks and the credibility of word-of-mouth influence to spread information, both online and
trategies and their relationship to broadcast, digital,
social media, and mobile channels.

MAR 5900 Internship

This course consists of an off-campus internship experience supervised by a staff person at the internship site and overseen by a faculty advisor. The internship site must be approved by the program director, and the overall duration of student work must be no less than 150 hours (based on a 3-credit course). At the start of the internship, the student and faculty advisor will jointly develop specific learning objectives tailored to the nature of the internship. Over the course of the internship, students will be required to submit weekly reflections, and at the end of the internship, students write a final paper that represents the culmination of the work performed.