

# MARKETING (MKT)

## **MKT-5810-9 Selected Topics in Marketing (Variable semester hours)**

This course will address a specific area of study in marketing not already covered by other course offerings. Prerequisites vary by topic.

## **MKT-6119 Consumer Insight for Marketing Decisions (3 semester hours)**

This course is a foundational look at consumers and culture to analyze how purchase decisions are made. The course looks at consumer motivation toward goals through brand experiences. Students will draw from sociology, anthropology, and psychology as they examine the customer experience.

## **MKT-6200 Design for Communication (3 semester hours)**

This course focuses on bringing marketing strategies to life through design. Students will learn how color theory, typography, digital imaging, and design convergence to develop brand meaning.

## **MKT-6330 Marketing Analytics and Data Storytelling (3 semester hours)**

Data storytelling blends analysis and communication to create narratives around data to inform decisions. This course will develop students' understanding of marketing analytics from static numbers to data as a means of making meaning and adding value to an organization.

## **MKT-6350 Design for User Experience (3 semester hours)**

This course builds on consumer insight to design impactful user experiences. Principles of usability, accessibility, and desirability are taught through graphic design. Students will come away with design approaches for the customer journey.

**Prerequisite(s):** MKT-6200.

## **MKT-6370 Marketing Strategies and Project Management (3 semester hours)**

This course provides a comprehensive examination of marketing strategies and their integration with project management principles to drive business success. Students will explore how to craft data-driven marketing strategies that align with business goals while learning the tools and techniques required for effective project management in the marketing context. Topics covered include market analysis, segmentation, positioning, resource allocation and performance measurement, all within the context of managing complex projects. Through case studies, hands-on projects, and strategic frameworks, students will gain practical experience in leading marketing projects from conception to execution, ensuring timely delivery, quality outcomes, and strategic alignment.

## **MKT-6400 Converged Media Strategy (3 semester hours)**

This course will look at converged media through paid, owned, and earned media strategies. Students will examine how leveraging each element of the media gets a brand in the right place, at the right time, on the right platform.

## **MKT-6410 Content Marketing Creation and Curation (3 semester hours)**

This course explores how content is curated and created to achieve consumer engagement. Students will leverage their writing skills to draft customer-centric, brand-aligned messages that can be executed using converged media.

**Prerequisite(s):** MKT-6119.

## **MKT-6420 Coding Lab for Marketers (3 semester hours)**

Students will elevate their skills in basic programming concepts such as HTML and CSS to become nimble in executing campaigns. This course will be treated as part laboratory, part collaboration as students learn how to make decisions with their coding partners and increase their ability to impact SEO.

**Prerequisite(s):** MKT-6119.

## **MKT-6430 Strategic Brand Management (3 semester hours)**

Strategic Brand Management explores the critical role of branding in building and sustain a competitive advantage. This course delves into the strategies used to build brand equity, increase brand value, and ensure long-term brand success inclusive of brand investments, brand architecture and brand validation tools. Students will examine real-world case studies, gain insights into consumer behavior, and develop practical skills for crafting and implementing brand strategies across various industries.

## **MKT-6470 Mktg Innovation & Immersion (3 semester hours)**

This course immerses students in the evolving world of marketing by exploring innovative strategies, emerging technologies, and the essential leadership role marketing plays in today's business environment. Students will examine how marketing leaders embrace innovation concepts, like design thinking, and technology to identify new products or markets to create a competitive advantage for an organization. Throughout the course, students will explore career opportunities in areas such as brand management, product development, and customer experience. Students will learn communication skills they can use to interact more effectively within both the marketing and other functional areas within an organization.

## **MKT-6530 Brand and Campaign Planning (3 semester hours)**

This course will prepare students to solve business challenges through creative brand experiences. Students will develop an integrated marketing communication plan that aligns with a brand to achieve measurable business outcomes.

## **MKT-6810-9 Selected Topics in Marketing (Variable semester hours)**

This course will address a specific area of study in marketing not already covered by other course offerings. Prerequisites vary by topic.

## **MKT-6910 Marketing Innovation Capstone (3 semester hours)**

While the customer-centric approach to marketing communication is rooted, the technology that drives execution evolves. This course will focus on using technology as a driver for marketing execution while staying true to a customer-centric mindset. The class will explore digital marketing strategies to achieve organizational outcomes.

## **MKT-6940 Digital Marketing and Design Internship (3-6 semester hours)**

The purpose of the Digital Marketing and Design Internship is to enable Aurora University students to apply course concepts in a real world, applied. This experience is designed to expand on the learning experience and to integrate and reinforce skills and concepts learned in the classroom. The MSDMD internship provides a practical experience in a structured professional context. Permission of the Instructor required.

**Prerequisite(s):** Instructor permission.

## **MKT-6950 Portfolio Project (3-6 semester hours)**

The portfolio project is available to students as an immersive preparation course to build a professional portfolio. Students will work independently and collaboratively to source, design, and display work that achieves their professional goals. Permission of the instructor required.