

MARKETING (MARK)

MARK 13100 Marketing Me: Navigating Your Career Path with Purpose (1.5 Credit Hours)

This course is designed for first- and second-year Marketing majors, aiming to equip students with the essential skills and knowledge to effectively plan, organize, and execute a successful internship and job search. Through a mixture of asynchronous content and in-person class sessions, students will explore personal and professional development in the marketing field, learn to navigate the job market, and build the foundation for a fulfilling career.

Enrollment is limited to students with a program in Marketing.

MARK 20100 Foundations of Marketing (3 Credit Hours)

A study of markets, institutions, and the environment in which business firms operate with attention to the effect these facets, forces, and issues have on the firm's overall marketing strategy.

Enrollment limited to students in the Mendoza College of Business college.

MARK 24100 Foundations of Marketing (3-4 Credit Hours)

This course introduces the student to the delivering of consumer satisfaction at a profit. The course focuses on marketing mix management: product, pricing, distribution, and promotion. The materials presented in class and the references will cover and illustrate the major responsibilities and decisions taken by marketing managers. IT - Trinity College - Dublin: The aim of this module is to equip students with an understanding of 1) the concept and role of marketing (what is marketing? what is its core purpose?), and 2) an understanding of several important strategic marketing decisions and activities. These include understanding consumer/customer behaviour, the importance of customer segmentation and targeting, the issue of customer value, the core principles of branding and of brand strategy, doing marketing successfully on social media, leveraging sensorial marketing, addressing consumer and brand communities, understanding the principles of developing successful new products and services, and the leveraging pricing as a critical marketing and strategy tool. SY - Sydney, Australia - The University of Sydney: This unit examines the relationships among marketing organisations and final consumers in terms of production-distribution channels or value chains. It focuses on consumer responses to various marketing decisions (product mixes, price levels, distribution channels, promotions, etc.) made by private and public organisations to create, develop, defend, and sometimes eliminate, product markets. Emphasis is placed on identifying new ways of satisfying the needs and wants and creating value for consumers. <https://www.sydney.edu.au/units/MKTG1001/2025-S1C-ND-CC>

MARK 30100 Consumer and Organizational Buyer Behavior (3 Credit Hours)

An investigation of the decision-making process of consumer and organizational buyers. The course considers the social, cultural, psychological, and economic dimensions of behavior as they apply to the acquisition of goods and services.

Prerequisites: MARK 20100 and ACCT 20100

Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 30120 Marketing Research (3 Credit Hours)

Required for all marketing majors. A study of the application of scientific method to the definition and solution of marketing problems with attention to research design, sampling theory, methods of data collection and the use of statistical techniques in the data analysis.

Prerequisites: MARK 20100 and ACCT 20100

Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 30130 Marketing Analytics (3 Credit Hours)

Marketing is an increasingly analytical profession driven by the availability of data and analytical techniques to improve decision making.

This undergraduate course will introduce decision models that rely on financial data, other marketing metrics including web based key performance indicators, as well as statistical analyses. This course seeks to integrate the various analytical techniques taught in the business school within a marketing context. This course is appropriate for individuals considering careers in brand management, product management, retail management, marketing research, or consulting.

Prerequisites: MARK 20100 and ACCT 20100

Enrollment is limited to students with a major in Marketing.

MARK 30230 Data Analytics and Marketing Mix Models (3 Credit Hours)

A significant and growing trend in the marketing profession is the use of mathematical and statistical models to inform managerial decision making. In this class, students will learn to use Microsoft Excel, STATA and Calculus to model real-world marketing problems.

Prerequisites: MARK 20100

Enrollment limited to students in the Marketing department.

MARK 30232 Honors: Marketing Decision Models (3 Credit Hours)

This section is an honors section and satisfies requirements in the Business Scholars program. A significant and growing trend in the marketing profession is the use of mathematical and statistical models to inform managerial decision making. In this class, students will learn to use Microsoft Excel, STATA and Calculus to model real-world marketing problems.

MARK 30440 Managing Digital Engagement (3 Credit Hours)

This digital revolution has prompted marketers to rethink their digital strategies and leverage data to optimally 'engage' their audiences on these contemporary platforms. In keeping with this trend, this course will help students build job-ready skills for measuring, evaluating, and responding to digital engagement using mathematical and data-driven methods. Students will learn to frame marketing questions quantitatively and use spreadsheets and Stata to build, estimate, and interpret models that inform marketing strategy. Some math and statistics background (e.g., algebra, calculus, and probability) will be assumed and is essential for the successful completion of this course.

MARK 30450 Sports Marketing (3 Credit Hours)

There are billions of fans of sports worldwide and the challenge for the increasingly competitive industry is to grow business. Thus the sports marketing industry is growing and those who practice sports marketing have become instrumental to the industry and their firms. Consequently, the current demand for employees that are both highly knowledgeable about sports and extremely prepared for an ever-challenging industry is high. Accordingly, the goals of this class are twofold. First, this course fulfills a need to address business and marketing issues pertinent to sports as observed by practitioners and scholars. Secondly, this course will actively involve and engage students in the process of presenting and addressing current information and challenges in the sports marketing business. Critical thinking exercises and current cases will be required in this course. These pedagogical methods will enable students to apply previously learned marketing knowledge and key concepts to business up to date situations faced by actual sports brands and executives. Sports are a global phenomenon that crosses all societal barriers. It is a very serious, growing, and challenging business. The demand for competent students entering into the field of sports marketing is very high but the delivery of graduates who are truly trained and prepared for successful careers in sports marketing is low. This course will assist in addressing that gap for those students interesting in the world of sports marketing. Prerequisites: MARK 20100 and ACCT 20100 Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 30460 Social Media Strategy (3 Credit Hours)

In this course, you will learn how to build a complete, data-driven social media strategy using the most current tactics, tools, and technologies shaping the industry. You'll gain hands-on experience with AI, simulations, platform certifications, and the SOSTAC framework, the strategic backbone of the course. By the end, you'll know not only how social media works, but how to make it work for brands, products, and audiences in a rapidly changing environment. You will: -Apply the SOSTAC framework to evaluate the current situation, set objectives, develop strategy, and determine tactics, actions, and controls. -Use generative AI tools to plan content, analyze audiences, and optimize campaigns. - Participate in the MimicSocial simulation, managing the social strategy for Buhi Bags in a real-world scenario. -Earn the LinkedIn Marketing Solutions Fundamentals Certification, strengthening your platform expertise. -Engage with industry readings, trends, and best practices used by top social media marketing teams today. Through a mix of hands-on projects, certifications, peer collaboration, and applied learning, you'll gain the strategic capability and technical proficiency required to navigate the marketing technology revolution with confidence and creativity. Welcome to the course, let's build your social media strategy. Prerequisites: MARK 20100 Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 30470 Digital Marketing (3 Credit Hours)

Marketing's timeless responsibilities are being augmented by new imperatives, as strong market forces and enhanced customer expectations are requiring firms and institutions to reimagine and transform their customer engagement strategies in entirely new ways. How each of us live, work, interact and buy continue to fundamentally change. Digital Marketing is an essential and powerful component of modern marketing, and a driving force for how firms establish and strengthen customer relationships. This course will introduce Digital Marketing frameworks that enable firms to deeply understand and engage with each of their customers and prospects across their buyer's journey. In this class, we will review and apply digital marketing strategies to build social media eminence, effectively engage customers and prospects, and successfully promote brands, products and services with data driven tools and techniques. Frameworks that enable firms to deploy a digital-first integrated marketing strategy with a measurement system to sense and respond to in-market performance indicators will be examined.

Prerequisites: MARK 20100

Enrollment is limited to students with a major in Marketing.

MARK 30500 Advertising Management (3 Credit Hours)

Break-through advertising relies on the ability to generate new, valuable ideas and often involves taking risks to create something original. Yet risk-averse business minds prefer things that are predictable and proven. How can we get the two worlds to better coexist? Advertising Management is designed to help give "creative thinkers" the structures to better manage "process-driven thinkers", and the "process-driven thinkers" the principles and case studies to better recognize the value of creativity. Students learn to work from both client and agency perspectives on topics that include: building communications strategies, setting campaign objectives, crafting creative briefs, shaping and evaluating advertising ideas, selecting media, and measuring performance.

Prerequisites: MARK 20100

Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 30600 Business Markets & Sales (3 Credit Hours)

Business to business (B2B) markets are large, playing a pivotal role in generating well over half of total global economic activity. B2B markets are wide-ranging, including business, institutional, and government customers. While traditional Marketing texts concentrate on consumer markets, most marketers actually work for companies selling primarily into B2B markets. B2B marketers also face unique challenges because of the differences in customers' buying criteria, purchasing processes, and the impact of B2B marketing choices on business strategy. This course focuses on theoretical frameworks, tools and techniques, as well as strategic and tactical options for successfully marketing products and services to organizational buyers rather than individual consumers or households. The topics discussed in this course include organizational buyer behavior, managing distribution channels, negotiations, salesforce management, and integrated marketing communications for B2B audiences. The course format includes lectures, case analyses, simulations, and classroom discussions.

Prerequisites: MARK 20100

MARK 30650 Contemporary Sales Management (3 Credit Hours)

A study of the role of the salesperson and the function of sales management in creating close and productive buyer-seller relationships in the business-to-business domain. Emphases in the course are placed on trends affecting the sales person's role, the effects of the internal and external environment on the selling function, and the value of the salesperson to the firm and society.

Prerequisites: MARK 20100 and ACCT 20100

Enrollment is limited to students with a major in Marketing.

MARK 30660 Retailing (3 Credit Hours)

The course introduces students to the fundamentals of retail management, including retail decision making, procurement and merchandise planning, and financial planning. The class may also address customer service, store layout, and promotional strategies. Students may analyze case studies or design their own pricing strategy.

MARK 34100 Consumer and Buyer Behaviour (3 Credit Hours)

The first part of the class addresses consumer buyer behaviour: what consumer buy, why, when, where and how. Understands consumers as individuals and in their social and cultural setting. The class also addresses how strategies are formed in industrial markets, how the marketing mix for industrial products may be developed and implemented.

MARK 34120 Marketing Research (3 Credit Hours)

UCD Dublin: Market research provides management with the information needed to identify and solve marketing problems. The overall objective of the course is to provide students with a fundamental understanding of the field of market research. This course is designed to introduce students to the central concepts of market research, the methods of conducting market research and how to use research to solve the problems faced by marketing and business managers. The course looks at each stage of the research process from problem definition, to research design, collecting data, data analysis and reporting results. As part of this module students will be required to undertake a research project from start to finish. This module is relevant for those considering a career in marketing or general management, and essential for students interested in pursuing a career in Market Research.

Rome: Market Research. This course develops skills in questionnaire design, observation techniques, the use of focus groups, acquisition and evaluation of secondary data, analysis and statistical techniques and report writing and presentation of results.

Puebla description: RECOGNIZES THE ELEMENTS THAT INTERVENE IN THE RESEARCH PROCESS SUCH AS THE RESEARCH PROTOCOL, THEORETICAL FRAMEWORK, CONTEXTUAL FRAMEWORK, METHODOLOGY, THROUGH THE SYSTEMATIC ANALYSIS OF ITS TECHNICAL ASPECTS SO THAT THE RESEARCH PROBLEM IS SOLVED. EVALUATES THE DIFFERENT TYPES OF RESEARCH, THROUGH THE ANALYSIS OF THE TECHNIQUES AND APPLICATIONS OF THE SAME, TO GENERATE A RESEARCH PROPOSAL ACCORDING TO THE PROBLEM PRESENTED.

MARK 34355 Digital Marketing (3 Credit Hours)

Digital Media in Marketing Project explores the impact technology has had on the marketing industry - particularly with the advent of various digital marketing disciplines. Technological advances have made the latest tools in online advertising and social media available to even small businesses and individual consumers.

MARK 34500 Integrated Marketing Communication (3-4 Credit Hours)

The University of Hong Kong: This course introduces the principles and practice of Integrated Marketing Communications (IMC), exploring advertising, public relations, direct marketing, and digital media strategies. Students will learn to analyze audiences, craft creative strategies, plan campaigns, and evaluate effectiveness through case studies, presentations, and a capstone group project.

MKT30090 Marketing Communications

MARK 34650 Contemporary Sales Management (2-3 Credit Hours)

A study of the role of the salesperson and the function of sales management in creating close and productive buyer-seller relationships in the business-to-business domain. Emphases in the course are placed on trends affecting the sales person's role, the effects of the internal and external environment on the selling function, and the value of the salesperson to the firm and society.

MARK 34651 Contemporary Sales Management (3 Credit Hours)

A study of the role of the salesperson and the function of sales management in creating close and productive buyer-seller relationships in the business-to-business domain. Emphases in the course are placed on trends affecting the sales person's role, the effects of the internal and external environment on the selling function, and the value of the salesperson to the firm and society.

MARK 34660 Retailing Applied to Fashion (3-5 Credit Hours)

The purpose of this course is to introduce students to issues related to Retail Management in Fashion industry. Students will understand basic concepts related to fashion industry and learn the value of location and how to analyze trading areas and select sites. Participants will study supply chain in fashion industry and analyze retail buying and stock planning, in order to fully understand how to manage fashion product life cycle in store. Students will then analyze how to manage human resources in fashion and understand careers and opportunities in fashion. Students will also learn how fashion companies build their brands and will focus on luxury brands. The course requires both understanding of fashion retail concepts as well as the ability to apply these concepts to fashion companies' decision making.

Norwich, UK Shopper marketing is concerned with the factors that influence buyer behaviour where it matters most at the point of purchase, instore or online. These factors are referred to as situational factors and relate to the individual shopper, the environment (store or website), the buying goals (self or other-orientated), and the shopping mission (routine repeat purchase, or special occasion). This module explores the way in which retailers and manufacturers work together to influence, anticipate and meet the needs and wants of distinct shopper segments through the manipulation of the retail environment, the marketing mix and the supply chain. As such, it will be appeal to students with an interest in marketing, retailing, operations management and consumer behaviour but also students from other disciplines with an interest in sustainable consumption and the design of interventions (policies and practices) that influence buyer behaviour.

MARK 40100 Strategic Marketing (3 Credit Hours)

The development and implementation of marketing programs, including determining the marketing mission within the context of environmental factors and organizational resources. Working in teams, students develop comprehensive business plans and compete in a computer-based market simulation.

Prerequisites: MARK 30100 or MARK 34100 and MARK 30120 and MARK 30130 or MARK 30400 or MARK 30450 or MARK 30460 or MARK 30500 or MARK 30650 or MARK 30900 or MARK 40110 or MARK 40300 or MARK 40400 or MARK 40550 or MARK 43900 or MARK 43500 or MARK 46602 or MARK 46603 or MARK 46006

Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 40150 Pricing Analytics (3 Credit Hours)

This course will teach you how marketing managers make decisions about pricing and distribution, using data. We begin with understanding pricing and promoting to an individual customer, and use this foundation as we move to more aggregate decisions, such as setting regular and promoted prices at the product level and managing category pricing. A key part of the class is understanding the limitations of different types of data and how better planning can both simplify the analysis and increase your confidence in the findings. This class is designed to be very practical and hands-on. A working knowledge of statistics (e.g., t-test and regression analysis) is required and you will learn R for the analysis.

Prerequisites: (MARK 20100 or MDMK 20100)

MARK 40400 Building Great Brands (3 Credit Hours)

A brand is often the most valuable asset of a firm. In this class, students will examine the creation and building of brand equity to create long-term profit for the firm. The class will examine what we know about brand management and brand theory from years of rigorous scientific research in the area. While learning the foundations of brand management, students will develop the skills needed to create a meaningful brand, position a brand, develop brand assets like names and logos, promote a brand, leverage brand equity, extend a brand, and communicate brand meaning via traditional and digital media.

Prerequisites: MARK 20100 and ACCT 20200

Enrollment is limited to students with a major in Marketing.

Enrollment limited to students in the Mendoza College of Business college.

MARK 40450 Customer Valuation Management (3 Credit Hours)

The overarching principles of this course are: 1) estimating customer lifetime value (CLV) and managing customers based on their CLV, 2) deciding which customers to acquire and how to acquire them, 3) clarifying the importance of customer retention and developing ideas to increase retention, 4) expanding existing customer relationships and increasing share of wallet through cross-selling and up-selling, and 5) linking CLV to organizational-level concepts such as firm valuation. The course requirements and format include lectures, case analyses, simulations, student-led discussions, and short papers.

Prerequisites: MARK 20100

MARK 40470 Applied Digital Marketing (3 Credit Hours)

Applied Digital Marketing will provide an experiential learning opportunity for students to elevate the brand equity and enrollment profile of the University of Notre Dame's Mendoza College of Business by blending the theory of digital marketing with the practical demands of managing highly-targeted, data-driven digital marketing campaigns. Students will spearhead the design, build, and execution phases of a digital marketing campaign for COB (or appropriate client), focused on a particular channel (Facebook, Twitter, LinkedIn, etc.), program (Graduate Business, Executive Ed, Non-Profit Admin, etc.), or target audience. Course objectives include developing a deep understanding and application of the art and science of a digital-first demand management system.

MARK 40500 Digital Marketing (3 Credit Hours)

Marketing's timeless responsibilities are being augmented by new imperatives, as strong market forces and enhanced customer expectations are requiring firms and institutions to reimagine and transform their customer engagement strategies in entirely new ways. How each of us live, work, interact and buy continue to fundamentally change. Digital Marketing is an essential and powerful component of modern marketing, and a driving force for how firms establish and strengthen customer relationships. This course will analyze and evaluate Digital Marketing frameworks that enable firms to deeply understand and engage with each of their customers and prospects across their buyer's journey. In this class, we will review and apply digital marketing strategies to build social media eminence, effectively engage customers and prospects, and successfully promote brands, products and services with data driven tools and techniques. We will design a digital-first integrated marketing strategy with a measurement system to sense and respond to in-market performance indicators to improve business performance.

Corequisites: MARK 41500

MARK 41500 Digital Marketing Lab (0 Credit Hours)

Lab to supplement MARK40500

Corequisites: MARK 40500

MARK 43100 Economic Sins (3 Credit Hours)

This course is a discussion-based seminar investigating a series of "economic sins." That is, we will explore differing perspectives on a series of controversies in economics and business, such as just or fair wages, collective action problems, exploitation, asymmetry in knowledge and leverage, inequality, sweatshops, sustainability, and cronyism. How does business in a market economy give rise to such problems? How does it, or can it, address them? What is the proper role of government with respect to such issues? Readings will draw from classical and contemporary sources in economics, philosophy, theology, political science, and business ethics, and will represent a range of perspectives. This course is part of the Business and the Common Good minor.

MARK 43700 New Product Development (3 Credit Hours)

Introduces students to some important activities and perspectives that can enhance innovativeness and improve the ability to influence and forecast the adoption and diffusion of innovations. These include: the application of techniques for understanding user needs; the use of creative problem solving techniques in idea generation; the application of scenario analysis; and the selection of appropriate organizational and marketing strategies and tactics in overcoming resistance to innovation. Prerequisites: MARK 20100 and ACCT 20200

Enrollment is limited to students with a major in Marketing.

MARK 44001 Independent Research Abroad (3 Credit Hours)

This course allows students to complete an independent research project under direction of the instructor.

MARK 44100 Strategic Marketing Management (1-4 Credit Hours)

This unit focuses on strategic and managerial aspects of marketing. It covers the development of innovative business models; segmentation, targeting and positioning; and key aspects of managing, organising and measuring marketing activities. The central theme is how marketing strategy and its management can create superior and sustainable value for both customers and shareholders. Assessment reflects this strategic decision-making approach, requiring students to take on the roles of marketing advisors and managers. MM - Mexico City, Mexico

To prepare students to develop, in a basic level: Market diagnosis, market segmentation (STP), strategic positioning, and innovative entrepreneurship for an organization.

MARK 44300 International Marketing (2-5 Credit Hours)

Copenhagen, Denmark: This course explores how companies grow by expanding into international markets, with an emphasis on brand building, cultural differences, and cross-border marketing strategies. Students apply theory through real-world business cases, developing consultant-style reports and presentations.

This course addresses the cultural dimensions of the globalization of markets, organizations, and consumer behavior. The objective is to develop managerial skills for success in an international setting. Topics to be covered include management of cross-cultural organizations, cross-cultural consumer behavior, cross-cultural market research, intercultural marketing strategy, and marketing communication across borders. Students will execute a group project directed to a selected region of the world.

MARK 44400 Building Great Brands (3 Credit Hours)

The course aims to study in depth acquired concepts from Marketing I related to product policy and brand strategy. The process of how to develop new products will be analyzed, from opportunity identification to communication strategy. As well, the fundamental aspects of brand strategy will be analyzed, from how to raise brand value to the financial valuation of a brand. IC - Co. Galway, Ireland

Description: This course explores the concept of branding through a critical examination of the techniques used to build and maintain strong brands. The topic addresses the routes available for brand development, and the strategic options for brand building, from the perspective of the marketing manager. It also examines the role of brand name, design, and media in brand building, and examines how brands are managed over time.

MARK 44450 Customer Valuation Management (3 Credit Hours)

The overarching principles of this course are: 1) estimating customer lifetime value (CLV) and managing customers based on their CLV, 2) deciding on which customers to acquire and how to acquire them, 3) clarifying the importance of customer retention and developing ideas to increase retention, 4) expanding the existing customer relationships and increasing the share of wallet through cross-selling and up-selling, and 5) linking CLV to organizational-level concepts such as firm valuation. The course requirements and format include lectures, case analyses, simulations, student-led discussions and short papers.

Prerequisites: MARK 20100