

Marketing (MKTG)

MKTG201 Fundamentals of Marketing (3 semester hours)

This course is a comprehensive survey of marketing activities and the function of marketing. The course will familiarize the student with the scope, terminology, and procedures of marketing. Course topics include the analysis of markets, competition, consumer behavior, and the assessment of product, price, distribution, and promotion strategies. Consumer motivation and the diffusion and adoption of new goods and services are studied. The student will complete a marketing plan of their own.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG201>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG301 Principles of Sales (3 semester hours)

This course explores the principles of selling in various situations encountered in interpersonal interactions. Effective and ineffective sales methods for both person-to-person and group selling are studied in order to increase the understanding of the sales process.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG301>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG303 Strategic Internet Marketing (3 semester hours)

This course is a study of the concepts of Internet business models and how general managers must formulate and execute successful strategies in order to gain, defend, or reinforce a competitive advantage in the face of the Internet. Students will learn about the concepts and tools needed to analyze Internet business models for both start-ups and incumbent brick-and-mortar firms. This course covers Internet properties, value configurations, culture, ethics, demographics, international marketing and emerging public policy issues to include privacy and security. Topics include web page analysis, intelligence agents and the hardware and software tools necessary for Internet commerce.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG303>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG304 Public Relations (3 semester hours)

This course is an introduction to public relations, covering strategies and tactics used by public relations professionals. The course emphasizes theory and skills needed to perform in the professional arena, including an introduction to research-based public relations campaigns. A major focus of the course for the student is a “walk through” of a public relations campaign that uses a checklist approach. View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG304>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG305 Advertising (3 semester hours)

This course is a study and analysis of advertising's role in marketing operations. Course topics will include such areas as the integration of advertising into sales promotion, event marketing, direct response, and other varied support strategies.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG305>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG307 Consumer Behavior (3 semester hours)

This course explores consumer behavior from determining consumer needs and wants, the process by which they are satisfied, and the environment in which the behavior occurs. The objectives of the course are to introduce the student to concepts developed in psychology, economics, and sociology and their relationship to consumer behavior, to involve the student directly in the study and analysis of consumer behavior, and to develop in students the ability to translate what can be learned into marketing action implications.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG307>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG308 Social Media Marketing (3 semester hours)

This course presents the use of online social networking as a marketing strategy designed to increase customer loyalty and lead conversion. Through the study of social media sites, students evaluate contemporary and emerging tools in the digital marketplace. View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG308>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG310 Digital Marketing (3 semester hours)

This course is a study of marketing activities in the digital age. The course will familiarize the student with digital marketing approaches using the internet and other forms of new media. Course topics include online advertising, social media, online listening and monitoring, and search engine optimization. The student will learn how digital marketing strategies fit into the overall marketing plan and how to measure the effectiveness of these efforts.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG310>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG400 Marketing Research (3 semester hours)

This course is a study of the conduct of marketing research to provide information to be used in the decision making process. Course topics include problem definition and solution in a marketing context, data collection methods, sampling, research design, statistical techniques in the analysis of market research information, and survey planning.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG400>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG401 Marketing Strategy (3 semester hours)

This course presents the analytical and decision-making processes involved in formulating, implementing, and controlling a strategic marketing program for a given product-market entry. It includes discussions of customer, competitor, and environmental analysis; market segmentation and targeting; competitive positioning; implementation; and control. Because the course assumes that the student is already familiar with many of the concepts and analytical tools relevant to these topics, it goes beyond a simple review of definitions and procedures to examine strategic implications. The course also explores how marketing interacts with other levels of strategy and with other functional departments within an organization.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG401>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG403 Marketing Management (3 semester hours)

This course is a study of the marketing process from a macro and management viewpoint. Topics may include the role of marketing in a society, management of a marketing staff, and the product, distribution, promotional, and pricing decisions.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG403>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG407 International Marketing (3 semester hours)

This course is designed to develop marketing decision skills in the global context. The course focuses on international marketing theory and practice from the point of view of the marketing manager and the requirements of a business in the international marketplace. The emphasis is on the application of tools and methods of international marketing practices. This course builds on skills developed in previous course work and assignments by integrating these with the issues and concepts of international marketing. Consequently it is highly recommended that students taken MKTG300 prior to registering for this course.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG407>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG410 Contracting and Negotiating (3 semester hours)

Students will explore the requirements for marketing to the federal government and corporate entities including an overview of proposals, performance, and bid or no bid decision making. This course describes the step-by-step process normally used in negotiating and preparing contracts, renewing contacts, and policies around breaking contract agreements. This course outlines the process and sets forth a set of flexible guidelines and methods designed to cope with the challenges of contract preparation and negotiating of contracts.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG410>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG420 Branding (3 semester hours)

This course introduces students to understanding the need to differentiate products and services. The course explores how branding can have an impact on purchasing decisions. Students learn branding methods to transcend industries and techniques to use branding as an asset.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG420>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG425 Integrated Marketing Communications (3 semester hours)

This course provides a sound understanding of an integrated approach toward the marketing communications mix. The course assesses the impact of globalization of markets on marketing communications and provides an understanding of the cultural, legal, and lifestyle of various cultures. This is an advanced writing course providing practice in producing marketing content for print, broadcast, online, and public relations media. Commonalities and differences among writing formats, mechanics, and approaches of each medium are addressed.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG425>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG495 Senior Seminar in Marketing (3 semester hours)

This course is a capstone course designed to allow the student to review, analyze and integrate the work the student has completed toward a degree in Marketing. The student will complete an approved academic project or paper that demonstrates mastery of marketing principles, concepts, and study. This is a capstone course to be taken after all other Management courses have been satisfactorily completed. (Prerequisite: Completion of a minimum of 105 hours towards your program).

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG495>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.

MKTG499 Independent Study: Marketing (3 semester hours)

This course is an opportunity for Marketing students to pursue an independent research project or examine a specific area of Marketing under the mentorship of a single professor. Participation is at the discretion of the faculty member. The student will produce a major research paper. There will be no examination. Students will submit a proposal prior to the start of the project. To be eligible for an independent study, students must be enrolled in a bachelor's degree program, must have completed 24 hours at APUS toward their current degree program, and should have already contacted a professor and gained approval for the independent study topic. Once these conditions are met the student should contact their academic advisor. Once the course is open the student must complete an official online registration for the course.

View the course schedule (<https://www.apus.edu/course-schedule/details.html?c=MKTG499>) to find out details about each course including prerequisites, course objectives, course materials, a snapshot of the syllabi, and session dates.