**Marketing**

Program Director: Magdoleen T. Ierlan (of Marketing)

Associate Professor: Magdoleen T. Ierlan

Assistant Professor: Daniel J. Arno, Colleen Giblin, Dipankar Rai

Professor Emerita: Mary Ann Donnelly

Marketing is a vital link between the organization and the consumer. All organizations need to successfully market themselves. Marketing is the bridge between all other departments and the consumer. It is the process through which goods and services move from concept to customer. Rapidly changing business landscapes create new challenges for companies. Marketing strategies provide the tools by which firms identify and analyze customers’ needs and create solutions which benefit all stakeholders. Students studying marketing will be given a thorough education in how economics, psychology, sociology, and statistics contribute to the marketers’ decision making process.

The marketing program at Le Moyne is cutting edge, continuously adding new courses and programs to meet the changing needs of marketing professionals. Recently, Social media marketing and marketing analytics were introduced to help student better prepare for their future marketing careers. A student run marketing firm, Heights Global Marketing, is the first student run organization on campus. HGM gives students real world experiences in creating marketing solutions for local and global organizations.

The marketing major is centered on two required capstone courses beyond the introductory course: MKT 401 Marketing Research and MKT 402 Marketing Management. Students in these two courses work on a year long marketing research project for a local organization. During this period, students will meet with a representative(s) of the firm to first help identify the information that will enable the organization to more effectively make strategic decisions. The students will develop a questionnaire to address the identified information needs and then collect and analyze the data. Finally, the students will make a presentation to the organization and present their findings and recommendations. This year-long project has been well-received by the business community and is an excellent “hands-on” experience for the students.

Beyond the two required courses, a marketing major student must select three more electives. Possible offerings include MKT 310 Advertising, MKT 320 Transportation, MKT 405 Sports Marketing, MKT 425 Industrial Marketing, MKT 435 Green Marketing, MKT 407 Social Media Marketing, MKT 420 Marketing Analytics and MKT 330 Consumer Behavior.

Internships are strongly encouraged as they provide excellent real-world experience and also help enhance the student’s resume.

Marketing major graduates will be prepared for broad and promising career options, which might include advertising and promotion management, business-to-business marketing, consumer marketing management, marketing research, new product development, retailing and wholesaling, sales management, sports marketing or transportation and logistics.

**Student Learning Outcomes in Marketing**

Students who graduate will be able to:

- Understand Marketing Concepts
  - Identify core concepts of marketing and the role of marketing in business and society.
- Evaluate Problems and Formulate Solutions
  - Analyze marketing problems and provide solutions based on a critical examination of marketing information.
- Communicate Effectively
  - Communicate the unique marketing mixes and selling propositions for specific product offerings.
- Ethical and Moral Behavior
  - Know the social, legal, ethical and technological forces on marketing decision-making.
- • Marketing Major (B.S.)
  - Marketing Major (B.S.) (http://collegecatalog.lemoyne.edu/madden-business/marketing/marketing-bs)
- • Dual Major in Marketing and Business Analytics (B.S.)
  - Dual Major in Marketing and Business Analytics (B.S.) (http://collegecatalog.lemoyne.edu/madden-business/marketing/dual-major-marketing-business-analytics-bs)
- • Dual Major in Marketing and Information Systems (B.S.)
  - Dual Major in Marketing and Information Systems (B.S.) (http://collegecatalog.lemoyne.edu/madden-business/marketing/dual-major-marketing-information-systems-bs)
- • Dual Major in Marketing and Management and Leadership (B.S.)
  - Dual Major in Marketing and Management and Leadership (B.S.) (http://collegecatalog.lemoyne.edu/madden-business/marketing/dual-major-marketing-management-leadership-bs)
- • Marketing Minor
  - Marketing Minor (http://collegecatalog.lemoyne.edu/madden-business/marketing/marketing-minor)
- • Sports Marketing Minor
  - Sports Marketing Minor (http://collegecatalog.lemoyne.edu/madden-business/marketing/sports-marketing-minor)

**Law (LAW)**

**LAW 200. Legal Environment of Business. 3 Credit Hours.**

This course provides an introduction to the various ways in which laws and the legal system affect the conduct of business. Students will be encouraged to use their understanding of law and the legal system as a tool in ethical business decision making. Some reference to the impact of law in the international sphere will be included.

Cross-listed Courses: LGS 250

**LAW 300. Law: Business & Financial Organizations. 3 Credit Hours.**

The law governing business organizations is introduced by a study of the rules governing a complex business organization, the bank collection system and the instruments it handles. The legal environment of all business organizations is studied with an emphasis on the creation, operation and liability of the business organization through a study of agency, partnership and corporations along with securities and anti-trust law. A brief study of bankruptcy will address some of the legal problems created by the failure of a business.

Prerequisite: LAW 200 or permission of the instructor.

Cross-listed Courses: LGS 300
LAW 310. Business Law for Accountants. 3 Credit Hours.
A continuation of LAW 200. This course will focus on the law of business organizations including partnerships, corporations, employer-employee relationships, principal-agency relationships and topics closely related to business organizations. Such topics will include commercial transactions, bankruptcy and suretyship. An emphasis will be placed on the role of the accountant with respect to all topics.
Prerequisite: LAW 200.

Cross-listed Courses: LGS 310

LAW 320. Topics Law & Public Policy I. 3 Credit Hours.
Courses in this series offer an in-depth exploration of specific topics within the various fields of business law as well as topics of current interest to the instructor or students.
Prerequisite: LAW 200 or permission of the instructor.

Cross-listed Courses: LGS 320

LAW 330. Consumer Law. 3 Credit Hours.
This course investigates the legal techniques-judicial, legislative and administrative—focussing on marketing and credit practices. Advertising, abusive sales practices such as bait and switch, the extension of credit, repossession and debt collection are among topics examined.
Prerequisite: LAW 200.

Cross-listed Courses: LGS 330

LAW 436. Introduction to Government Contracting Law, Compliance, Ethics. 3 Credit Hours.
This course provides an introduction to the legal and regulatory framework for doing business with the federal government. The course of study will center on the requirements of the Federal Acquisition Regulations, and will include a study of several related statutes, as well as the regulatory compliance and business ethics requirements of doing business with the federal government. Guest speakers and case studies provide students with access and information from industry and academia.
Prerequisites: ACT 201 or ACT 203 or LAW 200 or permission of the instructor.

Cross-listed Courses: ACT 436, BUS 436, LAW 436, ACT 536, BUS 536

LAW 437. Capstone Course: Cases in Government Contracting Law, Compliance, Ethics. 3 Credit Hours.
This course is the capstone course in the Government Systems Contracting certificate at Le Moyne. It requires the student to synthesize knowledge about the legal and regulatory framework for doing business with the federal government through a series of case studies of law, Compliance and Ethics. Course material focuses on cases derived from requirements of the Federal Acquisition Regulations, and related statutes. Guest speakers from industry and government will discuss regulatory compliance and business ethics requirements topics with students during class.
Prerequisites: BUS 536, LAW 536 or permission of instructor.

Cross-listed Courses: ACT 437, BUS 437, LAW 437, ACT 537, BUS 537

Marketing (MKT)

MKT 301. Principles of Marketing. 3 Credit Hours.
An introductory study of the basic principles and problems of marketing. Its relationship to the consumer as well as its role in the operation of profit and non-profit seeking organizations. Emphasis is on an integration of the marketing "mix": product, price, place, promotion as the logical approach to the marketplace.

MKT 310. Advertising. 3 Credit Hours.
A basic course dealing with the function, theory and principles of advertising. Covers the significance of advertising, its relation to marketing, advertising research, the consumer and the application of the planning and preparation of an advertising campaign.
Prerequisite: MKT 301.

MKT 320. Transportation. 3 Credit Hours.
This course is a study of domestic transportation in the United States and the role of transportation in physical distribution systems. The course deals with rates, regulations, national transportation policy, carrier operations, transport in the area of physical distribution and current issues in the field.
Prerequisites: marketing concentration major; MKT 301.

MKT 330. Consumer Behavior. 3 Credit Hours.
The study of consumer behavior variables and their impact on marketing. Includes consumer behavior models, motivation, perception, attitudes, the influences of family, society and culture. Fulfills Core Requirement(s): Interdisciplinary Studies (IDS).
MKT 335. Client Side Web Applications Development. 3 Credit Hours.
As more and more businesses and individuals turn to the Web for sharing information and conducting commercial activities, a quality web site can provide competitive advantage and invite users for repetitive visits. The key to a quality and successful web site lies in both the content and usability of the site. To increase understanding of web usability, this course will engage students in an exploration of fundamental concepts in web design and development processes with hands-on exercises. This course explores the factors influencing web site usability throughout the design process, including requirements analysis, conceptual design, mockups and prototypes, production, and web site evaluation. Students will also learn to use client-side scripting techniques to enhance web usability.

Cross-listed Courses: MIS 635, MIS 335

MKT 401. Marketing Research. 3 Credit Hours.
An investigation of the information requirements of marketing managers in the management of marketing activities. Topics include design of the research, methods of data collection and analysis, as well as interpretation of the data and its limitations. Actual research is conducted by the student.
Prerequisites: marketing concentration major; MKT 301 and STA 201.

MKT 402. Marketing Management. 3 Credit Hours.
This course involves the practical application of the theories and concepts discussed in the other marketing offerings. Actual case studies are used so the student may investigate the process of planning, organizing, directing and controlling the marketing function in the modern organization.
Prerequisites: marketing concentration major; MKT 401.

MKT 405. Sports Marketing. 3 Credit Hours.
This course examines the field of sports marketing. A strategic marketing perspective is utilized in an examination of sports products and their pricing, promotion and distribution. Both sports participants and spectators are examined in their roles as consumers. Prerequisite or corequisite: MKT 301.

MKT 406. Nonprofit Marketing. 3 Credit Hours.
This course explores the role of marketing strategy used by nonprofit organizations. While the number of non-profits continues to grow, many face significant declines in traditional sources of revenue, dramatic changes in their customer mix, and bold new competition. Many non-profits need help in rethinking where they are going and what broad strategies they should be using to get there. Marketing strategy is quickly becoming the most critical discipline needed by nonprofit organizations.
Prerequisite: MKT 301.

MKT 407. Social Media Marketing. 3 Credit Hours.
This course examines the ways in which interactive technologies are changing the rule and processes for customer engagement. The course will survey the landscape of social media tools with an eye towards critically analyzing their role as effective means for delivering and receiving marketing messages and communications. Special emphasis will be placed upon cornerstone digital marketing techniques that feature utilization of technologies that depend upon customer participation. The social media tools to be analyzed include Google, Facebook, LinkedIn, Twitter, Vine, Instagram, Pinterest, YouTube, $Square, Tumblr, BlogSpot, and Yelp! The course will introduce students to the above commonly used social media tools in the marketing and business context by critically examining the functionality and technological underpinnings that enhance their utility as functionality and technological underpinnings that enhance their utility as marketing devices as well as the risks that might be associated with their use. This course will challenge students to look at social media in a new and more expansive way by requiring them to examine social media's potential benefits and limitations, as well as appropriate ethical concerns, when used professionally for the purposes of marketing.
Prerequisite(s): MKT 301 and STA 201.

MKT 410. Brand Management. 3 Credit Hours.
Brands are one of the most valuable assets of a company. A strong brand can have a significant impact on consumer purchase decisions and company profitability. Therefore, effective brand management is crucial in maintaining the long-term profitability of any organization. Consequently, it has become one of the top priorities for companies. This course provides students with insights into how profitable brand strategies can be created and managed. In doing so, students will learn how to build and manage brands successfully. The course blends marketing theory and practice to provide students with a comprehensive perspective on brand management strategies.
Prerequisite(s): MKT 301.

MKT 415. Business Intelligence. 3 Credit Hours.
This course provides an introduction to Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Business Intelligence requires foundation knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses. Students will learn to extract and manipulate data from these systems and assess security-related issues. Data mining, visualization, and statistical analysis along with reporting options such as management dashboards and balanced scorecards will be covered. Technologies utilized in the course included SAP Business Warehouse, SAP Business Objects, Crystal Reports, and RapidMiner.
Prerequisite: MIS 201 or permission of the instructor.

Cross-listed Courses: MIS 415
MKT 420. Marketing Analytics. 3 Credit Hours.
With the increased use of big data creating a paradigm shift in how marketers make decisions, the need to be able to extract meaningful information from this voluminous amount of data to make smarter decisions is becoming more important than ever. The course will provide students with the tools to develop a systematic, analytical approach to marketing decision making. The course aims at preparing students to (1) understand the value of competitive advantages leveraged by analytics; (2) understand the existence, advantages and limitations of different analytical approaches; and (3) to apply, interpret the input, and communicate the output from these tools and models, and apply them to help make fact-based decisions. The course takes on a hands-on experiential approach with real-world databases to facilitate the comprehension of the different analytical approaches discussed in class. Prerequisites: MKT 301, STA 202.

Cross-listed Courses: MIS 420

MKT 425. Industrial Marketing. 3 Credit Hours.
This course analyzes the strategic and operational decisions faced by industrial marketing managers. Emphasis is on the marketing management implications of market segmentation strategies, market planning, innovation/new product development, overall marketing strategy formulation and the substrategies of product, price, promotion and physical distribution. Prerequisites: marketing concentration major; MKT 301.

MKT 435. Green Marketing. 3 Credit Hours.
This course explores the core principles necessary to create competitive advantages in the marketplace by implementing innovative green marketing strategies. As business becomes more aware of the need to be sustainable, marketers need to help companies with this effort. Today's marketing professional needs to do more than sell products, they need to be part of the cultural shift and move toward a more sustainable marketing practice. Topics include green marketing core principles, corporate responsibility, green sales strategies, green marketing matrix, sustainable business alliances, green marketing vs. market share, green marketing creative writing and how to create a green marketing strategy plan. Students should leave the course with a comprehensive understanding of the core principles of green marketing and how to integrate sustainable strategies into marketing practices that will improve a brand's bottom line. Prerequisites: MKT 301.

MKT 440. Sports Consortium. 3 Credit Hours.
This course brings in professionals from the sports industry to share their experiences with the students. Students will be introduced to many facets of the sports industry. Professionals from sports marketing, sports management, facilities management, sports information, sports law, sponsorship, sports operations, sports events coordination, and sporting goods will introduce students to their respective fields. The objective of this course is to engage students in a meaningful manner with alumni in fields of interest to them. Prerequisite(s): MKT 301 and MKT 405.

MKT 445. Mobile Applications & Business Stratgs. 3 Credit Hours.
The course explores the important challenges and needs of today's organizations to go mobile to connect with their stakeholders. Students will learn the technical, managerial and marketing aspects of mobile applications. Technically, they will learn the development process and technical infrastructure of mobile applications. Managerially, students will learn how to develop business strategies to exploit mobile applications for the advancing and repositioning of organizations. For marketing, students will learn to market the newly developed mobile applications and at the same time to use mobile applications to market and promote the organizations and their products or services.

MKT 601. Marketing Management. 3 Credit Hours.
Introduces the role of marketing in organizations, including customer analysis and buyer behavior, market segmentation and research, distribution channel and product policy, strategy, pricing and marketing communications. Case studies provide an opportunity for analytical approaches to problems both orally and in writing.

MKT 706. Nonprofit Marketing. 3 Credit Hours.
This course focuses upon the concept of "social enterprise," an increasingly prominent way of thinking about ventures that both social and commercial entities are undertaking. Students will be introduced to this emerging intersection between the nonprofit sector and the business world.

MKT 715. Mobile Applications & Business Stratgs. 3 Credit Hours.
The course explores the important challenges and needs of today's organizations to go mobile to connect with their stakeholders. Students will learn the technical, managerial and marketing aspects of mobile applications. Technically, they will learn the development process and technical infrastructure of mobile applications. Managerially, students will learn how to develop business strategies to exploit mobile applications for the advancing and repositioning of organizations. For marketing, students will learn to market the newly developed mobile applications and at the same time to use mobile applications to market and promote the organizations and their products or services.

MKT 790. Special Topics in Marketing. 3 Credit Hours.
Courses in this series offer an in-depth exploration of specific issues within the field of marketing, as well as topics of current interest to students and instructors.