

## **Marketing Strategy**

Contact Person: Dr. Paul Solomon  
974-5995

This specialization is an applied program. It provides students with the skills and knowledge needed to succeed in a customer driven marketplace. Marketing Strategy is designed for people who plan to seek employment in marketing and those from other disciplines who want a customer driven focus to their studies. The student will expect to complete the Marketing Strategy Track with a project portfolio of market driven skills. Students, for example, will be able to perform some or all of the following functions:

- Conduct market analysis
- Conduct market research
- Construct a marketing plan
- Conduct a service audit
- Develop a logistics plan
- Perform a SWOT analysis
- Assess strategic plans
- Perform market segmentation analysis

A certificate in Marketing can be earned by taking three of the following courses. Students must complete Marketing Strategy and two elective courses. Courses numbered 2-9 below  
Fulfill these elective requirements.

### **1. MAR 6816 Marketing Strategy (required of all students)**

A study of strategic marketing planning and problem-solving processes as practiced by the modern market-oriented firm. The course is designed to develop marketing problem-solving, decisions-making, and planning skills through the extensive use of case analysis. The course should be taken as the capstone course of the track.

(PR: MAR 6815 Marketing Management and a Logistics, Brand Research or International)

Faculty: Dr James Hensel, Dr. James Stock, Dr. Gary Gebhardt, Dr. Paul Solomon, Dr. Sajeev Varki

Course typically offered every term.

### **2. MAR 6216 Logistics and Physical Distribution Management**

A study of managerial methods focusing on the establishment and control of optimum customer service levels in the areas of inventory, transportation, fixed facility location, material handling, and information. Component parts of each system are analyzed quantitatively, reading, lecture, and case analysis. Course is typically offered in the Fall term.

(PR: MAR 6815 Marketing Management)

Faculty: Dr. James Stock

**3. MAR 6646 Research for Marketing Managers**

A study of marketing research methods and information systems and their relationship to marketing decision-making. Topics include value and cost of information, sample design, questionnaire design, statistical analysis, and report presentation. Lecture, reading, case analysis, and project.

(PR: MAR 6815 Marketing Management, ISM 6021 Information Systems, and QMB 6305 Management Decision Analysis)

Faculty: Dr. Dave Ortinau, Dr. Andy Artis, Dr. Yancy Edwards, Dr. Sajeev Varki

**4. MAR 6936 Supply Chain Management**

A study of the methods for total organizational flow of raw materials, transportation, service levels, and information flows related to optimizing of customer satisfaction.

Faculty: Dr. James Stock

**5. MAR 6158 International Marketing Management**

A study of marketing management activities from the perspective of firms doing business across national boundaries. Emphasis is upon aspects of marketing which are unique to international business and problem-solving within an international context.

(PR: MAR 6815 Marketing Management)

Faculty: Dr. Miriam Stamps

**6. MAR 6936 Brand Management**

This course will focus on important issues facing brand managers who are managing existing brands. The focus of the course will be at the level of the brand and the discussions will pertain to issues involved in the development and implementation of brand strategies. The course will view brands as strategic assets owned by a firm and emphasize how to leverage them to meet the overall corporate objectives of a firm.

(PR: MAR 6815 Marketing Management)

Faculty: Dr. Anand Kumar, Dr. Lafferty, Dr. Solomon

**7. MAR 6936 Consumer Behavior**

This course is designed to help students gain an understanding of the psychological processes that influence consumers' behaviors in the market place. The course will focus on how managers can take actions based on insights about these processes that can facilitate changing (or influencing) consumer beliefs, attitudes and eventually their actions.

Faculty: Dr. Kumar, Dr. Ortinau, Dr. Lafferty,

**8. MAR 6336 Promotional Management**

A project oriented class that has students develop promotion plans for small, medium and large businesses. It focuses on positioning, media selection, frequency strategy, message strategy, and the like.

(Prerequisite: MAR 6815 Marketing Management)  
Faculty: Dr. Paul Solomon, Dr. Barbara Lafferty

**9. MAR 6936 Sustainable Marketing**

A course designed to fit in with the Sustainability Track. It is designed to help the student understand the challenges and opportunities with respect to marketing an organization that strives to be sustainable.

(Prerequisite: MAR 6815 Marketing Management)

Faculty: Dr. Barbara Lafferty

Track offered at the Tampa Campus and Downtown Center.