Department of Management and Marketing, College of Management  
College for Advancing Public Studies (CAPS)  
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Proposal for Graduate Certificate in ‘Contemporary Marketing’

Overview

This proposal is for a graduate certificate in ‘Contemporary Marketing’ to be offered by CM through CAPS at the Mt. Vernon facility starting from Fall 2014. The Certificate program consists of 5 courses, which together provide students with cutting edge knowledge of theoretical and practical aspects of Marketing in the competitive business environment. The program can be completed in one year.

Rationale

Marketing is a core business function and its cutting edge is being redefined every day in a world of rapid innovation, fast-paced media, big data, and global competition. Effective marketing is critical in every type of organization from large corporations to non-profits, from start-up ventures to social mission organizations. The demand for outstanding marketing professionals has never been stronger. Contemporary Marketing focuses on customers and markets, data and information, networks and relationships, social media and online channels, and strategy and performance. The objective is to prepare professionals to grow their businesses, better serve their customers and develop long-term customer relationships with cutting edge marketing knowledge. It is designed for people who already or aspire to work in marketing departments and agencies, in positions such as: Account Manager, Product Manager, Community Manager, Database Marketing Coordinator, Email Marketing Specialist, Graphic Designer, Marketing Analyst, Social Media Coordinator and Web Content Writer.

The Program: Graduate Certificate

In recent years there has been a growing demand for graduate programs in marketing in business schools. Professionals are specifically seeking further education to stay abreast of new marketing concepts and knowledge, and the proliferation of social media channels makes it more important than ever to possess key marketing skills. The proposal is designed to fulfill this demand by offering five courses that provide the necessary breadth and depth of knowledge for those who want a short, focused program to hone their expertise. The program is suitable for professionals working in the field who want to refresh their skills, and for students pursuing graduate degrees in related fields such as psychology, information systems, economics or management.

The certificate comprises 4 required courses and one elective. Students without a business degree or three years’ experience in marketing are required to take an introduction to marketing course (MKT670) instead of the elective. MKT670 is usually offered online and on-ground. In future, some of the required courses might be offered online to increase flexibility.
Required Courses

1). MKT671        Marketing Research

Marketing research is a common currency in modern business practices. Business professionals rely on primary and/or secondary research to make well-informed decisions. The objective of this course is to provide business professionals a fundamental understanding of marketing research methods that improve managerial decisions. The course focuses on integrating problem formulation, research design, questionnaire construction, sampling, data collection, and data analysis to yield the most valuable information. The course also introduces the proper use of statistical applications as well as qualitative methods, with an emphasis on the interpretation and use of results.

2). MKT673        Marketing Communications

Over the last decades it becomes more and more accepted that a successful communication campaign needs to integrate all communication channels used by the company. Integrated marketing communication is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communications programs over time with all relevant targeted audience. The design of these programs is influenced and driven by the fragmentation of both consumer and business markets, the increasing number of media available to advertisers, the convergence of multiple media, the advent of on-demand media, and management’s requirement for greater productivity and accountability from advertising expenditures. This course has been designed to give students a solid foundation of the traditional and new methods of advertising planning, execution, and assessment. In addition, this course will provide a unique chance to look at the opportunities and problems associated with emerging media and communications strategy options, including the importance of integrating message and brand position in all media, old and new.

3). MKT691        Social Media & E-Services
Social Media provide marketers with several important capabilities not present in most other media including interactivity and measurability. Social media platforms such as Facebook, Foursquare, or Twitter have nowadays a fundamental impact on the way business and consumers behave, communicate and interact with each other. It is critical for business to understand these new media in their nature in order to benefit from them significantly. This course will examine what Social Media can offer companies and how they can be used to retain and interact with consumers. In this context, we rely partly on established theoretical models and best practice business cases. Special attention will be given on mobile services as well as the special characteristics of social media.

4. MKT 674     International Marketing

This course examines the development of international marketing programs, from determining objectives and evaluating international market opportunities to coordinating strategies in world markets. It differentiates between global and multi-national approaches to all elements of the marketing mix. There is an emphasis in the application of marketing principles in the multinational environment and the cultural influences that require adaptation of strategies in diverse markets. Topics covered: international information systems and marketing research, multinational product offerings and services, promotional strategies in international marketing, exporting and importing, and detailed analysis of marketing in several nations.

**Electives – Choose One:**

- MKT 678 Entrepreneurship Marketing
- MKT 692 New Product development
- MKT 675 Business to Business Marketing
- MKT 685 Brain of the Consumer

**Time and Implementation**

The Department of Management and Marketing (M&M) at the College of Management already offers these courses. The M&M Department is also responsible for quality control, scheduling, and faculty assignment. The Department has adequate resources to offer these courses on a regular basis, assuming that a Full Time lecturer in Marketing is hired starting Fall 2014 to replace Prof. Romar, who is retiring.

The program will be open those with an undergraduate degree from an accredited institution and appropriate interests and work experience. Admission standards will be comparable to the MBA program, though applicants will not need to take the GMAT or GRE, and work experience will be given more weight in the admissions process. Admissions will be handled by the Graduate Programs office in CM, with guidelines established by the Department of Management and Marketing. CAPS will assist in marketing and registration. Target enrollments are 25-40 a year, and dedicated sections for the certificate students will be opened once enrollments reach this level.