

BMK - MARKETING

BMK 2032 Principles of Marketing (3 Units)

A study of the role of marketing in the organization, in society, and in a global economy. Topics include market analysis, consumer and business marketing, product planning, pricing, distribution, promotion, and ethical issues. Special emphasis will be given to marketing strategy formulation. Letter grade.

BMK 3033 Consumer and Organizational Buying Behavior (3 Units)

A study of how individuals process information and make purchase decisions. Topics include internal influences such as consumer psychology and personality, and external influences such as social environment and situational influences. A qualitative research study will provide special emphasis on understanding buying behavior to develop a marketing strategy. Letter grade.

BMK 3036 Integrated Marketing and Sales Communications (3 Units)

A study of the marketing and sales communication functions. Topics include creative strategy and content, advertising media strategy and selection, public relations, sales promotions, personal selling theory, and ethics in marketing communication. Special emphasis will be given to developing an integrated marketing communications plan and a corresponding sales presentation to a client. Letter grade.

Prerequisite(s): BMK 2032

BMK 3050 Digital Marketing Essentials (3 Units)

A study of digital marketing theory, issues, strategies, practical uses and channels. Topics include the various digital elements of marketing variables, e-consumer behavior, website development design and implementation, analytics measurement, search engine marketing, mobile marketing and social media platforms to develop customer relationships. Letter grade.

Prerequisite(s): BMK 2032

BMK 4050 Digital Marketing Content (3 Units)

A study of digital marketing content issues relevant to marketers. Topics include content development and campaign execution for digital marketing channels, driving online traffic, generating leads and converting leads into customers. Letter grade.

Prerequisite(s): BMK 2032 and BMK 3050