

MARKETING INFORMATION TECHNOLOGY (M353)

CATALOG DESCRIPTION

This course provides students with a working knowledge of resources and tools available to marketing professionals. Students use media technology, databases, analytics, metrics, software and techniques applied by marketers to transform data into useful formats for the strategic decision-making process.

Prerequisites: MKTG 351 **and** ISDS 361A

COURSE OBJECTIVES AND KEY OUTCOMES

Students gain experience in digital media marketing, segmentation, target marketing and positioning, media selection, market share and estimation, break-even analysis, pricing, sales forecasting and profit scenario analysis.

Assignments and exams require extensive use of Excel, the Internet, public and professional database, specialized software and other technology resources.

After completing the course, students will possess:

- Working knowledge of common marketing analytics and metrics, census data, country data, business and industry data, geographic mapping data, consumer spending and market potential indices, product and media usage data.
- Experience applying advanced technology resources, such as spreadsheet and visual analytics tools, geographic and neighborhood segmentation system (Esri Business Analyst Online), product and media database (MRI), video making and editing tools, social networking platforms and analytic dashboards.
- A record of business consulting project that demonstrates abilities in digital marketing: Social media content creation and management in fall semesters; digital marketing applying Search Engine Marketing (SEM), Adwords, and Google analytics in spring semesters.

CONTACT

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