

MARKETING (MMKT)

MMKT 5171 Seminar in International Marketing (1)

Pre-requisite(s): HCA 5315 and MINB 5350

Explores environmental/cultural approach to international marketing and important global marketing trends, including growth/expansion of the world's big emerging markets, rapid growth of middle income market segments, and steady creation of regional market groups. Case studies are used to develop global and strategic thinking in terms of the marketing 4Ps.

MMKT 5370 Advanced Marketing Practicum (3)

Pre-requisite(s): HCA 5315

This distance learning course provides students an additional opportunity to apply more advanced marketing principles and concepts through the use of marketing case studies and a computer-assisted marketing simulation game. Emphasis will be placed on both analytical and quantitative approaches to marketing decision-making during the student's residency year.

MMKT 5371 Marketing Management (3)

Concepts and theories pertaining to marketing management. A comprehensive approach to translating the strategic plan of the organization into a functional marketing plan that can be implemented in an effective manner in order to increase the market share of the target public. Emphasis will be placed on both analytical and quantitative approaches to marketing.