Marketing Leadership
(ML 8110) Online and Social Media Marketing

Course Description

This course examines current and emerging trends, technologies, and best practices in the evolving digital landscape. Marketing within organizations has significantly shifted from traditional marketing methods to an increasingly digital focus. The Internet and mobile technologies have made way for new marketing channels, and today's marketers must be familiar with evolving digital landscapes to maintain a competitive stance, build and manage customer relationships, and be relevant to current and future customers. This course will explore the use of online marketing strategies, will analyze international marketing concepts, examine the opportunities and challenges associated with marketing across borders, and review the necessary elements in international marketing planning. Additionally, students will investigate the strategic issues that marketing management must consider as they support expanded global operations.

Learning Objectives

As a result of this course, the student will be able to:

- Summarize emerging technologies and trends affecting the development, implementation, and analysis of online and social media marketing strategies
- Utilize strategic marketing thinking in developing comprehensive online and social media marketing strategies aligned with organizational goals
- Construct analytical analyses measuring the effectiveness of online and social media marketing strategies, interpret data insights, and develop data-driven decisions
- Analyze new online and social media tools and apply them to identified marketing and business opportunities related to managing existing markets and developing new markets
- Apply different digital marketing tools based on specific situational needs
- Create a digital marketing plan that draws upon technological, analytical and online marketing skills.

Grading Scheme: Letter Grade   Minimum Pass: 70%

Deliverables:

- **Participation**
- **Assignments**

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%

Marketing Leadership
(ML 8111) International Marketing

Course Description

International Marketing is increasingly important as the world becomes globalized. One of the most common growth paths for a brand is expanding to new geographic markets. International Marketing involves businesses marketing product lines outside the originating market. This course will focus on the most critical decisions in international marketing and the criteria, knowledge, and research needed to make effective decisions within global operations. Students will analyze international marketing concepts, examine the opportunities and challenges associated with marketing across borders, and review the necessary elements in international marketing planning. Additionally, students will investigate the strategic issues that marketing management must consider as they support expanded global operations.

Learning Objectives

As a result of this course, the student will be able to:

- Identify key characteristics of country markets in different regions of the world
- Summarize the impact that competitive, cultural/social, economic, environmental, industrial, legal/regulatory, political, and technological factors have on global marketing environments and international marketing strategies
- Design appropriate market targeting and Marketing Mix strategies that support international marketing principles by using interconnectedness of global dynamics concepts
- Analyze and evaluate local versus global perspectives in the development of international marketing plans
- Develop marketing plans for a diverse range of markets

Grade Scheme: Letter Grade	Minimum Pass: 70%

Deliverables:

- **Participation**
- **Assignments**

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%

Marketing Leadership
(ML 8122) Digital Analytics

Course Description

New digital marketing tools and strategies are continuously emerging based on regular data collection efforts about products, organizations, and consumer behaviour. Current digital tools are shared infrastructure of IT-enabled platforms and are major influencers in the current digital age. Digital Analytics is a Graduate course that will provide you with the foundation and working knowledge of digital analytics strategies and tactics. The course covers some of the important tools and techniques in marketing analytics with a focus on digital marketing applications. Within this course, students will learn about digital analytics tools, data gathering methods, data insight development, and how to communicate data-driven information to key stakeholders of the organization. The course will investigate digital analytics for websites, apps, social media, and other digital marketing channels.

Learning Objectives

As a result of this course, the student will be able to:

- Understand digital marketing analytics and how it applies to marketing decisions and the strategic planning of the organization
- Explain the evolution of intelligent data-driven strategies and incorporation of marketing analytics in support of existing business practices
- Demonstrate the ability to interpret, evaluate, and integrate digital marketing data into the development of strategic marketing plans
- Evaluate tools and strategies for successfully integrating traditional, multi-channel, and digital marketing data into business practices
- Apply digital analytics metrics, KPIs (Key Performance Indicators), and artificial intelligence to support the success of traditional, digital, interactive, and social media marketing efforts
- Analyze data from an identified analytics tool and provide insights, data visualizations, and recommendations supporting marketing and business strategies

Grade Scheme: Letter Grade	Minimum Pass: 70%

Deliverables:
- **Participation**
- **Assignments**

Grade	Grade Point Average (GPA)	Percentage
A+	4.3	90-100%
A	4.0	94-97%
A-	3.7	90-93%
B+	3.3	87-89%
B	3.0	84-86%
B-	2.7	80-83%
C+	2.3	76-79%
C-	2.0	70-75%
F	0.0	0-69%