COURSE DESCRIPTIONS

MKM311 Innovation and Complex Systems - 4 credits
This course introduces innovation as an essential for the new rule of business. Students will learn the framework and techniques to systematize innovation allowing them to take advantage of emerging opportunities. They will use the knowledge to understand how innovation affects the way we deploy resources to fulfill customer desires, viewing themselves as agents of innovation within organizations. Within this course of study the student will also examine the underlying dynamics, culture and change within an organizational context.

MKM321 Marketing Innovation - 4 credits
This course is the foundation of the marketing program. It reviews the concepts and application-oriented framework for marketing decision-making in a dynamic environment. Students explore current and emerging trends within a shifting marketplace and economic landscape. The five P’s of marketing - place, price, product, promotion and people - are the center of this module. The course emphasizes environmental scanning, target customers and achieving organizational objectives through the intentional and skillful blending of marketing strategies. Students will create their own marketing plans within this module.

MKM330 Integrated Marketing Communications - 4 credits
This course will focus on developing marketing strategy and executing diverse communication tactics that are critical for business success. The student develops specific targeted communications and campaigns to meet their strategic communication objectives and target markets while integrating elements to gain an appreciation for the promotion mix (personal selling, direct mail, advertising, public relations, electronic and personal selling, etc.) tactics. Students will create their own promotional plans as avenues for transmitting marketing messages effectively and present those to the cohort based on their overall value related to usefulness, cost/benefit analysis and social value.

MKM342 Marketing Research - 4 credits
This course gives students the tools for researching consumers and markets. Students learn to develop surveys, observation, experiments, and other tools for learning about customer characteristics and requirements. They learn about analytical techniques, data sources, research planning and costs. It requires an understanding of the components of the marketing research process, how to utilize it effectively to obtain relevant information, and how to integrate such information into the marketing decision-making process. As part of this course students will fully investigate the dynamics of an industry of their choice. Students will analyze the structure, competition, success/failure factors, distribution systems and other industry factors. This analysis will be used in their final business plan.

PROGRAM OBJECTIVE
The Marketing program combines the building blocks of marketing with the practical tools that individuals need in the business world. The program is based on concepts of adult education, which include an interactive classroom setting, limited lectures, and a focus on practical, hands-on learning.

The Marketing program will:
- Prepare students to become effective marketing and project managers;
- Help students understand critical factors driving business;
- Allow students to apply classroom learning to current marketplace challenges and opportunities.

THE CONCORDIA ADVANTAGE
- Flexible – Online or blended program options
- Accelerated – Complete your program in 24 months or less
- Manageable – Attend class or online discussion just one night a week (always on the same night and time)
- Affordable – Competitively priced programs and convenient payment options
- Collaborative – Experience cohort-based learning with a small group of talented professionals who learn together for the duration of your program

Adult Undergraduate Program
Marketing
Bachelor of Arts

Local Learning for Global Success

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Responsive. Relevant. Real.
MKM431 Applied Accounting and Finance - 4 credits
In this course financial information is made easier to comprehend. It provides the foundation for basic principles and concepts that will make non-finance managers better equipped for service to the organization. Students will address financial assessment, budgeting and spending, global and ethical implications of financial decision-making, and financial prioritization for the present and the future. This course will provide the framework for the financials of market planning strategy including sales, new product development, return on investment, price and profit while offering the student an understanding of corporate reports and internal control.

MKM441 Marketing Strategy - 4 credits
This course combines the overall coursework students have learned throughout their program of study. Students analyze graduate-level case studies for developing and implementing strategies that are distinctive and sustainable. The students will explore market entry and strategy alternatives as well as the integration of marketing strategy within operations, finance, supply chain and corporate culture within a global economy. Collaboration and group work is essential as students determine markets to compete based on their organization's ability to create a competitive value proposition for the consumer.

MKM480 Business Plan - 4 credits
This course spans the Marketing Management and Innovation program at Concordia University. It is presented as an independent study where students create their own business plan for a selected company, product, entity, or department approved by their faculty advisor. The goal of this course is to enable the student to become proficient in developing his or her own business plans.

For tuition and financial aid information, please call 888-859-0641 or visit online.csp.edu.