

MARKETING (MKTG)

Marketing (MKTG) 114

Multicultural and Inclusive Marketing

This course explores how culture, identity, language, community, history, and lived experience shape consumer behavior and marketing effectiveness. Students learn to create responsive, inclusive, and ethically responsible marketing strategies that resonate with diverse audiences. Coursework emphasizes a cultural landscape, media representation, audience segmentation, accessibility, and real-world examples from local and global brands. Students analyze campaigns, identify risks and opportunities, and produce inclusive marketing strategies rooted in research, respect, and authenticity. Writing assignments, as appropriate to the discipline, are part of the course.

Grade of C or better or concurrent enrollment in BUSINES 111 and BUSINESS 231, or consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: HW

Marketing (MKTG) 116

Social Media Strategy and Content

This course introduces students to platform-specific strategy, content creation, audience targeting, and campaign planning across major social media channels. Students learn to develop social media strategies, create content for diverse audiences, apply brand voice principles, leverage analytics for optimization, and produce multi-platform campaigns aligned with industry-standard practices. Emphasis is placed on short-form video, visual storytelling, copywriting, accessibility, and ethical engagement. Writing assignments, as appropriate to the discipline, are part of the course.

Grade of C or better or concurrent enrollment in BUSINES 111 and BUSINESS 231, or consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: HW

Marketing (MKTG) 119

Influence Marketing and Brand Partnership

This course explores the principles and practices of influence marketing and brand partnerships in the digital age. Students will examine the role of social media influencers, content creators, and strategic collaborations in shaping consumer behavior and building brand equity. Emphasis is placed on campaign design, performance analytics, ethical considerations, and the integration of influencer strategies into broader marketing plans. Writing assignments, as appropriate to the discipline, are part of the course.

Grade of C or better or concurrent enrollment in BUSINES 111 and BUSINESS 231, or consent of Department Chairperson.

3 Lecture hours. 3 Credit Hours.

Offered At: HW