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Marketing Communications

MKT220 Principles of Marketing 4 Credit Hours

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.

MKT221 Sports and Events Marketing 4 Credit Hours

Examines the application of marketing principles and processes to the sports industry. The role of marketing in analyzing, planning, implementing, and controlling programs and events is explored.

Prerequisite: MKT220

MKT222 Foundations of Market Research 4 Credit Hours

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT220, MAT215

MKT223 Digital and Social Media Strategy 4 Credit Hours

Explores current and emerging forms of digital media, and how to leverage them to build brands and engage customers. Students will evaluate digital media against communication and marketing objectives, and develop effective media plans.

Prerequisite: MKT220

MKT233 Integrated Marketing Communications 4 Credit Hours

Provides an introduction to the concepts of integrated marketing communications. Examines the characteristics of the individual communications options and explores the benefits of their integration.

Prerequisite: MKT220

MKT235 Business-to-Business Marketing 4 Credit Hours

Focuses on the specialized nature of strategy development for businesses that market products to other firms. Topics include organizational buying behavior, B2B market segmentation, channel management, and relationship marketing.

Prerequisite: MKT220

MKT241 Consumer Behavior 4 Credit Hours

Introduction to the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions.

Prerequisite: MKT220

MKT242 Brand Management 4 Credit Hours

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Prerequisite: MKT220

MKT245 Professional Selling and Sales Management

4 Credit Hours

Provides students with an understanding of the principles and techniques necessary to sell a product, service, or idea. Students develop written and oral presentation skills by developing communication pieces, such as sales letters and sales presentations. Students also develop plans to manage sales associates.

Prerequisite: MKT220

MKT247 Advertising Management

4 Credit Hours

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design.

Prerequisite: MKT220

MKT321 Direct and Database Marketing

4 Credit Hours

Focuses on the planning, design, and execution of direct marketing programs and the underlying information-driven processes that convert transactional data into usable market intelligence.

Prerequisite: MKT220

MKT340 The Art of the Creative Brief

4 Credit Hours

Provides in-depth instruction on how to write a Creative Brief – the most important strategic document in advertising. Students will learn how to research for, and develop strategy through, the briefing process.

Prerequisites: MKT220, MKT222

MKT350 Market Research Tools and Technology

4 Credit Hours

Provides an in-depth review of secondary and syndicated sources of market information and their use in managerial decision making. Students will gain hands-on experience with the most relevant research tools used in the field.

Prerequisites: MKT220, MKT222

MKT351 Public Relations

4 Credit Hours

Stresses the philosophical underpinning of public relations practices, including the importance of management and planning, ethics and research, communication, and public opinion. Explores practical applications, such as the emergence of video and the integration of public relations, marketing, and advertising into broader marketing communications campaigns.

Prerequisite: MKT220

MKT354 Copywriting

4 Credit Hours

Focuses on crafting the written word in advertising. Students will learn how to generate creative ideas that solve marketing problems and to execute them through the production of copy for print, television, radio, direct mail, and other promotional materials.

Prerequisites: MKT220, GEC111

MKT356 Advertising Design

4 Credit Hours

Examines design principles and how they intersect with advertising management and strategy. Provides students with the theoretical tools to produce great ads and allows students to begin to practice the craft of advertising design.

Prerequisites: MKT220, GEC111

MKT390 Market Research

4 Credit Hours

Provides an in-depth review of the marketing research function in a contemporary business environment. Students discuss the various methods employed to collect, evaluate, and interpret marketing information in order to make more effective marketing decisions.

Prerequisites: MAT215, MKT220

MKT410 New Product Development

4 Credit Hours

Identifies the various steps through which new products are developed (idea generation, concept development and testing, marketing strategy, business analysis, development, testing, and commercialization). Emphasizes activities through which cost estimates become budgets, prototypes become products, and sales plans become sales calls.

Prerequisite: MKT390

MKT442 Strategic Marketing Management

4 Credit Hours

Focuses on the long-term implications of strategic market planning, including analysis of marketing opportunities, development of marketing strategies, shaping of marketing offers, and the management and delivery of marketing programs.

Prerequisites: MGT220, MKT220

MKT446 Media Strategy and Metrics

4 Credit Hours

Focuses on linking target markets with advertising media through the development of media objectives, strategies, and tactics. Students use secondary research to create media plans that balance effectiveness and efficiency.

Prerequisites: MKT220, MKT247

MKT455 The IMC Campaign

4 Credit Hours

Provides students with a hands-on application of program content via creation of a fully functional Integrated Marketing Communications (IMC) campaign. Students will isolate a client, conduct secondary and primary research, set communication objectives, develop strategy, and produce the communication pieces such as ads, press releases, and other tactical executions.

Prerequisites: MKT222, MKT446

MKT460 Quantitative Research Design and Analysis

4 Credit Hours

Teaches the fundamentals of effective survey construction and experimental design to capture quantitative data and the primary means by which those data are analyzed. Acquaints students with some state-of-the-art quantitative techniques useful for forecasting, product design, market segmentation, concept testing, and test marketing.

Prerequisites: MKT220, MKT222

MKT461 Qualitative Research Design and Analysis

4 Credit Hours

Provides students with conceptual knowledge for qualitative marketing research. Students will learn the techniques of observational research, projective techniques, interviewing, and focus groups and how to analyze the data collected.

Prerequisites: MKT220, MKT222

MKT470 Special Topics in Marketing

4 Credit Hours

Involves readings and discussions around selected topics in marketing. Topics vary each quarter.