

MARKETING CURRICULUM UPDATE PROPOSAL

Proposed Date of Implementation: Summer 2025 / Fall 2025

Proposal: As part of our continuous efforts to enhance the clarity, relevance, and alignment of our curriculum with both industry trends and academic best practices, and based on the recommendations outlined in the *Self-Study Report – Marketing Emphasis Program Review* (that was completed in June 2023), the marketing department proposes the renaming of three marketing courses (one core and two electives) to ensure greater consistency with regional and global academic standards.

Rationale for Change, Proposed Course Name and Revised Course Description

Below are the suggested revised course names, the rationale for the proposed changes, and the course descriptions to be adjusted on the academic catalog:

A- CORE COURSE

PROPOSED COURSE NAME: MKT 312 – E-Marketing → Digital Marketing

RATIONALE FOR CHANGE: The term “E-Marketing” has become outdated, as digital marketing has evolved into a broad discipline encompassing numerous strategies, platforms, and technologies. The proposed name “Digital Marketing” more accurately reflects the scope of the undergraduate course, which covers fundamental concepts such as search engine optimization (SEO), content marketing, social media marketing, digital advertising, email marketing, and analytics. By adopting this name, we would align the course with global industry standards and ensure our students are better prepared for careers in a fast-changing digital marketing landscape. The change would also align with the designation used in leading business schools worldwide. It is important to emphasize that, in alignment with this proposed name change, instructors delivering the course have already revised and updated the course content accordingly.

REVISED COURSE DESCRIPTION:

MKT312 DIGITAL MARKETING

[3–0, 3 cr.]

This course introduces students to the dynamic and rapidly evolving world of digital marketing equipping students with the knowledge and skills needed to develop and implement effective digital marketing strategies. It covers fundamental frameworks, practical applications, and online tools essential for building and executing a cohesive digital marketing strategy. It involves leveraging online platforms, data-driven insights, and innovative technologies to engage customers, build brand presence, and drive business success. It emphasizes the integration of

digital marketing within the broader marketing mix and prepares students to navigate the evolving digital marketplace.

Topical coverage includes: storytelling in digital marketing; search engine optimization (SEO) and search engine marketing (SEM); website and landing page optimization; content marketing and creation tools; paid advertising strategies; social media marketing; email marketing; conversion rate optimization; data and digital marketing analytics; and emerging trends shaping the future of digital marketing.

Prerequisite: MKT201 Introduction to Marketing

B- ELECTIVE COURSES

PROPOSED COURSE NAME: MKT 310 – Retailing and Merchandising → Retail Marketing Strategy

RATIONALE FOR CHANGE: The previous title “Retailing and Merchandising” is often associated with traditional brick-and-mortar retail operations hence primarily emphasizes operational aspects of retail, while today’s retail landscape requires a more strategic and comprehensive approach. The revised title “Retail Marketing Strategy” better reflects the course’s strategic retail decision-making, encompassing both physical and digital retail strategies, omnichannel retailing, and the impact of emerging technologies such as artificial intelligence and augmented reality in retail. This change would align our course with terminology used in international academic programs, ensuring greater recognition and facilitating student mobility for exchange programs.

REVISED COURSE DESCRIPTION:

MKT310 RETAIL MARKETING STRATEGY

[3–0, 3 cr.]

This course offers a strategic examination of the retailing and e-tailing sectors with the aim of offering the right value proposition to the right target market. Retailing is the dynamic business of selling consumer goods and services to final consumers. The course examines the main requirements of effective retail marketing management across various retail formats in different contexts, including: retail business models, targeting, positioning, and customer experience.

Topical coverage also includes: the retail mix; retail decision-making encompassing both physical and digital retail locations, channels and strategies; omnichannel retailing and decisions related to buying, merchandising, store layout, pricing alternatives, customer service; the impact of emerging technologies such as artificial intelligence and augmented reality on retailing, customer relationship management and sustainability,

Prerequisite: MKT201 Introduction to Marketing

PROPOSED COURSE NAME: MKT 337 – Brand Management → Strategic Brand Management

RATIONALE FOR CHANGE: The term “Brand Management” is broad, while the revised title “Strategic Brand Management” emphasizes the long-term, value-driven approach that modern brand managers must adopt in an increasingly global marketing landscape. The updated course name reflects the evolving complexity of brand management, covering topics such as brand positioning, brand equity measurement, global brand expansion, and crisis management. This change enhances the course’s appeal to students seeking leadership roles in brand strategy and aligns with similar courses in globally recognized business schools. This course can also be proposed to IB students as a replacement to the International Marketing course, if the Management department agrees of it. It is important to note that instructors delivering these three courses have already revised and updated the course content to ensure alignment with these proposed changes.

REVISED COURSE DESCRIPTION:

MKT337 STRATEGIC BRAND MANAGEMENT

[3–0, 3 cr.]

This course provides students with a comprehensive understanding of the principles, strategies, and frameworks essential for building and managing strong brands in today’s competitive marketplace. It emphasizes the strategic role of brand equity, guiding students on how to build, measure, leverage and manage that equity regionally and globally. The course explores advanced branding strategies that help organizations differentiate themselves, foster customer loyalty, and drive long-term business success.

Topical coverage includes: customer-based brand equity and brand positioning, brand identity, designing effective marketing programs and brand elements to build brand equity, leveraging digital branding strategies; utilizing secondary brand associations; measuring and analyzing brand performance; structuring brand architecture; managing brand extensions and co-branding opportunities; managing brand crises and reputation management; and ethical and sustainable brand management.

Prerequisite: MKT201 Introduction to Marketing