

# STRATEGIC MARKETING

SPS Certificate website: <https://sps.northwestern.edu/post-baccalaureate/strategic-marketing/>

The Strategic Marketing post-baccalaureate certificate is designed for emerging professionals in the fields of marketing, management, public relations and integrated marketing communication. Students learn to think strategically about marketing, from developing market-responsive products to branding to developing effective communication. The courses in this program blend theory and practice, drawing upon examples from recent and noteworthy marketing campaigns and market-leading products and services.

## Certificate Offered

- Strategic Marketing, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/strategic-marketing/strategic-marketing-certificate/>)

## Strategic Marketing Courses

### ADVT 380-CN Visual Communication (1 Unit)

Basic concepts of visual communication; industry-standard software as tools for creation; the relationships between the practical and aesthetic concerns that go in to effective graphic design. Students must possess a working laptop computer with Adobe Photoshop, Illustrator, and InDesign to enroll in this course.

### MKTG 201-DL Principles of Marketing (1 Unit)

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing, market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.

### MKTG 310-CN Integrated Marketing Communications (1 Unit)

Practical introduction to integrated marketing communication strategic concepts and methods. Topics include product strategy, branding, pricing strategy, distribution, retailing, service marketing, advertising, promotion and media.

### MKTG 320-DL Brand Management (1 Unit)

Some of the most valuable assets managed by companies today are the brand names associated with their products and services. Strong brands can influence purchase decisions by communicating the value of and providing differentiation for products and services. Effective brand management is critical to maintaining the long-term profitability of products and services. This course is designed to develop students' understanding of the importance of brand equity as well as how to build, measure and manage brand equity. Topics will include understanding brands from the customer's perspective, building brand equity, measuring brand equity, leveraging brand equity, managing brand portfolios and managing brands over time.

### MKTG 350-DL Market Research (1 Unit)

This course will introduce students to marketing research and the marketing research process. Initially, the class will orientate the student into the world of marketing research. After that initial survey, the course will then move into four different parts of the research process, integrated into in-class examples: (1) the different kinds of data, (2) tools and techniques to analyze that data, (3) how the results might be presented

and (4) how managers might use the data to make decisions. The course will include lectures, as well as hands-on work analyzing market data.

### MKTG 370-DL Introduction to Public Relations (1 Unit)

Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position. Students learn the essential components of an effective PR strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages.