

Interactive Marketing Career Track

TOP 10 MARKETING SKILLS IN DEMAND:

1. Search Engine Optimization
2. Internet Marketing
3. Lead Generation
4. Social Media Marketing
5. Advertising
6. Sales
7. Email Marketing
8. Marketing Strategy
9. Direct Marketing
10. Market Research

** Data taken from Elance User Data of Elance, Inc. © 2010**

**LET US HELP YOU
SUCCEED IN THE
BUSINESS WORLD
OF TODAY!**

Building relationships with customers is a key focus among business people today. As customer control over business processes and communications is increasing, it is imperative for companies to regularly monitor these relationships and correspondingly attune their business practices in real time.



Interactive Marketing is defined as moving from a transaction-based effort to a conversation with customers. A relationship is formed and maintained as information and data is continually provided by the customer to the firm mediated by technology. Many companies seek employees with the necessary resources and skills to stay abreast of latest developments in the area of customer relationship management, Internet marketing, and electronic commerce.

A career track in Interactive Marketing offers you exciting in-depth courses in the areas of relationship marketing and electronic commerce that will provide you with the skills needed to enhance customer satisfaction and most required and valued by businesses today.

Required Courses (9 hours):

	Hours
MKTG 3850 Buyer Behavior and Relationship Marketing.....	3
MKTG 3880 Marketing Research & Data-Based Management.....	3
MKTG 4130 Marketing Analysis & Decision Making.....	3

Elective Courses (12 hours):

MKTG 3280 Internet Marketing.....	3
MKTG 3690 Principles of Marketing Communication.....	3
Special Topics MKTG 4980: Web Design for Business Communication (xl with EBUS 3180).....	3
Special Topics MKTG 4980: Search Engine Marketing and Optimization (xl with EBUS 4040).....	3

Optional Course: MKTG 4940 Marketing Internship (1-3 hours)

In addition, an internship experience in Interactive Marketing of between 1-3 credit hours is strongly recommended.

Interested students may contact:

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