



Albion College

The Department of Economics and Management Marketing Courses

Albion has greatly strengthened our program in marketing by hiring a new, tenure-track faculty member in marketing and adding five new marketing courses to our existing marketing principles course. These courses, combined with courses in economics, management, statistics, psychology, communication studies, and other fields, provide a strong foundation for students interested in careers in marketing management or marketing research.

COURSES

E&M 220 Marketing Principles

Prerequisite: E&M 101. PSYC 101 recommended.

An introduction to the role that product, price, promotion, and distribution play in marketing strategy and implementation. Addresses buyer behavior, market segmentation, and competitive positioning. Provides background needed for all 300-level marketing courses.

E&M 320: Consumer Behavior

Prerequisite: E&M 220 and either COMM 101 or PSYC 101.

Applies psychology and economics to analyze how marketers create value for customers, what motivates shoppers to buy, and how consumers process information and make decisions. Also addresses persuasion techniques, cross-cultural influences on consumer behavior, and the impact of corporate reputation on consumer choice.

E&M 321: Marketing Research

Prerequisite: E&M 220 and one of the following Statistics options: E&M 200, MATH 209, MATH 309, or both PSYC 204 and PSYC 206.

Use of marketing data to inform managerial decision-making. Topics include defining research objectives, data sources for marketing, exploratory research methods, survey research design, observational research techniques, experimental design, sampling procedures, data collection and analysis, and communicating research findings. Hands-on computer work is an important part of the course.

E&M 324: International Marketing

Prerequisite: E&M 220.

Marketing across national borders, marketing within foreign countries, and the coordination of global marketing. Emphasis on the management response to conditions that differ from those in domestic marketing, e.g., foreign cultures, nationalism, government policies, business institutions, and level of economic development. Not offered every year.

E&M 325: Data-Driven Digital Marketing

Prerequisite: E&M 220 and one of the following

Statistics options: E&M 200, MATH 209, MATH 309, or both PSYC 204 and PSYC 206.

Overview of the rapidly changing field of digital marketing. Use of “big data” and machine learning to improve the effectiveness of digital marketing campaigns. Not offered every year.

E&M 329: Marketing Strategy

Prerequisite: E&M 220. Additional prior courses in marketing are recommended.

Focuses on marketing's role in gaining a sustainable competitive advantage. Emphasis is on the application of key concepts learned in other courses to analyze case studies and participate in a marketing simulation game. Requires students to write case reports, work in groups, and make a project presentation.

FACULTY

Serdar Yayla, Assistant Professor

B.A., 2006, Ege University

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Appointed 2018

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