

DEPARTMENT OF MARKETING

College of Business and Public Management

Overview

409 Business and Public Management Center
50 Sharpless Street
West Chester, PA 19383
610-436-2304

Department of Marketing (<http://www.wcupa.edu/marketing/>)
Dr. Wang (ywang2@wcupa.edu), *Chairperson*

There are no programs leading to a graduate degree in marketing. The department offers, on a limited basis, graduate courses in this area.

Faculty

Professors

John Gault (jgault@wcupa.edu) (1991)
B.S., U.S. Naval Academy; M.B.A., University of Pennsylvania; Ph.D., Drexel University

Jason Phillips (jphillips@wcupa.edu) (1999)
B.S., Pennsylvania State University; M.B.A., Texas A&M University; Ph.D., Pennsylvania State University

Chun-Chen Wang (cwang@wcupa.edu) (2011)
B.A., Fu Jen Catholic University (Taiwan); M.B.A., Baruch College; Ph.D., University of Texas at Arlington

Yong J. Wang (ywang2@wcupa.edu) (2017)
Chairperson, Marketing
LL.B/ B.A., Qingdao University; LL.M., University of Amsterdam; Ph.D., University of Texas

Associate Professor

Michael Guiry (mguiry@wcupa.edu) (2016)
B.S., Cornell University; M.B.A., Duke University; Ph.D., University of Florida

Assistant Professors

Sang Yong Bok (sbok@wcupa.edu) (2019)
B.S., M.S., Dankook University; M.S., University of Southern California; Ph.D., Dongguk University

Alex Cohen (acohen2@wcupa.edu) (2017)
University of Nevada, B.S.; Drexel University, M.S.; Drexel University, Ph.D.

Valerie Wang (vwang@wcupa.edu) (2017)
University of Texas- Pan American, B.A.; Ohio University, M.E.; Ohio University, Ph.D.

Courses

MKT

MKT 561. Integrated Media Marketing. 3 Credits.

This course provides an understanding of the key concepts and methods in marketing communications in both traditional and digital media. The course provides students with a foundation in the development and execution of communications strategies for any organization. Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, promotion, and the execution of marketing communications through appropriate media technologies. Students will develop an understanding of marketing communications practice through readings, lectures, case analysis, and discussions and will demonstrate effective decision-making in ambiguous marketing environments, using financial and market analysis, and considering legal and ethical concerns. The course develops students' ability to think analytically and strategically by assessing examples and case studies of marketing communications problems and opportunities.

Distance education offering may be available.

Typically offered in Summer.