

MARKETING (MKT)

Courses and Descriptions

MKT 200 Marketing Principles 3 Credits

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

Prerequisite(s): 15 credits.

MKT 205 Advertising Principles 3 Credits

Basic theory, functions, principles, and applications of advertising are the focus of this course. The relation of advertising to our economy, the advertising department and the ad agency, selection of media, advertising practices, and the use of research to improve advertising techniques are covered.

Prerequisite: MKT 200.

MKT 250 Retailing Management 3 Credits

The principles underlying successful retailing are analyzed within the framework of the strategic-planning process. Topics covered include location, merchandise planning, customer service, image, atmosphere, layout, pricing, promotion, personnel and operations management.

Prerequisite(s): MKT 200.

MKT 260 Service Marketing 3 Credits

Focuses on the unique challenges of managing services and delivering quality service to customers. Emphasis is placed on the total organization, and how effective marketing and customer focus must be coordinated across multiple functions. The course is applicable to service organizations and to organizations that depend on service excellence for competitive advantage. Topics include customer-focused management, and customer satisfaction, retention, lifetime value and profitability. Students will learn to map services, understand customer expectations, and develop relationship marketing strategies.

Prerequisite(s): MKT 200.

MKT 280 Sports Marketing 3 Credits

The course focuses on the unique challenges of marketing sports at a variety of levels: youth, college, professional, and international. The challenges of attracting and retaining fans and participants as well as of building and maintaining strong brand identity are at the heart of the course content. By evaluating case studies and examining current issues in sports marketing, students will gain an understanding of what it means to be a professional marketer of a sports organization and/or event.

Prerequisite(s): MKT 200.

MKT 308 Conflict & Conflict Resolution 3 Credits

Focuses on understanding the meaning of conflict and strategies for its resolution. The course examines the ways conflict functions in various social contexts including professional, community, family, education, and international relations. Traditional models of adjudication will be compared to alternative forms of dispute resolution. Students will be introduced to research on the practice and effectiveness of various forms of conflict and conflict resolution. Students will participate in various class exercises, including role-plays, simulations, and case studies.

MKT 310 Business to Business Marketing 3 Credits

This course examines the business-to-business marketplace, and the planning and control tools used by its entities in managing the product, pricing, promotion, channel and supply chain management strategies.

Prerequisite(s): MKT 200; junior or senior standing.

MKT 316 Hospitality and Tourism Marketing 3 Credits

The Hospitality and Tourism Marketing course explores the diverse challenges and issues facing managers tasked with marketing hospitality and tourism organizations and destinations. Issues of identifying and developing strategic opportunities, creating and delivering value to customers, and managing the marketing function will be examined as they relate to a range of organizations within the hospitality and tourism industry. By evaluating case studies and examining current issues facing the industry, students will be better prepared to function as professionals in this industry who can analyze marketing opportunities and develop marketing strategies that deliver value to both the organization and its customers. Pre-requisite(s): MKT 200.

MKT 320 Consumer Behavior 3 Credits

The nature and determinants of consumer behavior are studied, with attention given to the influence of socio-psychological factors such as personality, small groups, demographic variables, social class, and culture on the formation of consumer attitudes, consumption patterns, and purchasing behavior.

Prerequisite(s): MKT 200.

MKT 330 International Marketing 3 Credits

This course examines the global marketplace and the complexities of its environmental influences, and necessary adaptations in formulating the strategies for product, pricing, promotion, channel and supply chain management.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 340 Personal Selling 3 Credits

Examines persuasive techniques utilized in sales presentations conducted on a person-to-person basis. Major course emphasis is on developing effective selling techniques; understanding the company, its products and the role of the salesperson in implementing product/market strategies; understanding the customers and the selling environment; application of effective sales presentation techniques; recognizing selling opportunities and careers.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 345 Customer Focus 3 Credits

Marketing supply chain management programs are concerned with the creation and delivery of value to customer and organizations. No longer simply the domain of the warehouse manager or logistics director, supply chain management is viewed by most companies as a mission-critical element. Marketing focuses on developing an understanding of customers and markets, creating products and services based on that understanding, and communicating and delivering the value added. This course will teach the student the essential role of marketing in all aspects of successful supply chain management - relationship management, technological and financial - and it will help the student understand the structure, functions, principles and methods employed in discovering and translating consumer needs and wants into product and service specifications and then transferring these goods and services from producers to consumers or end users.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 350 Retailing Management 3 Credits

The principles underlying successful retailing are analyzed within the framework of the strategic-planning process. Topics covered include location, merchandise planning, customer service, image, atmosphere, layout, pricing, promotion, personnel and operations management.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 366 Marketing Research 3 Credits

Topics include specific research procedures in gathering, processing, analyzing, and presenting information relevant to marketing problems: advertising planning and effectiveness; product development; distribution channels; sales techniques; consumer behavior; and forecasting. Student learning about research planning, implementation, and interpretation is facilitated by the use of projects or cases.

Prerequisite(s): MKT 200 and MSD 205; junior standing.

MKT 367 Marketing Web Analytics 3 Credits

This course teaches web analytics through practical applications with a focus on deriving actionable insights. It provides a broad overview of key web analytics strategies, concepts, issues, challenges and tools. Topics covered include: • How to choose a web analytics tool • Metrics and key performance indicators • Best ways to analyze effectiveness of blogs, marketing campaigns, SEO, SEM and emails • How to utilize quantitative, qualitative and competitive tools to derive actionable insights • How to optimize web sites by incorporating testing and experimentation • Analytics in social, mobile and video • Best practices and pitfalls in web analytics.

Prerequisite(s): MKT 200; junior or senior standing.

MKT 369 International Advertising 3 Credits

This course introduces students to the general landscape of international advertising with emphasis on understanding the opportunities and challenges entailed in international advertising management. The course will cover the subject from three aspects, including the international advertising environment, the international advertising industry, and international advertising strategies.

Prerequisite: MKT 200; 30 credits completed.

MKT 370 Internet Marketing 3 Credits

This course emphasizes the discipline of internet marketing, including practices of leading online marketing companies, state of the art online research and demonstrates how the Internet is creating value for customers and profits for businesses while also fitting into a firm's complete marketing strategy. This course will provide a strategic and tactical toolkit for the online marketer, help students understand how and why the Internet is changing traditional marketing and allow students to develop the skills, strategies and tactics important to develop successful Internet marketing plans.

Prerequisite(s): MKT 200 and CIS 185; junior & senior standing.

MKT 375 Digital Advertising and Social Media 3 Credits

This course surveys the concepts, principles, practices and industry standards of digital advertising, including standard display and rich media advertising, search advertising, email advertising, game advertising, and mobile advertising. It also introduces the strategies and tactics in social media marketing. The course emphasizes a strategic, holistic view of digital advertising and social media as marketing communication tools that are situated in the marketing strategic framework and employed to engage consumers in community building.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 380 Health Care Marketing 3 Credits

The purpose of this course is to introduce students to the role, functions and tasks of healthcare marketing. Attention is devoted to applying basic marketing principles to the healthcare sector. Marketing decision making and analysis will be emphasized through the use of cases and current readings that focus on a variety of healthcare organizations, including hospitals, assisted living facilities, MCOs, and pharmaceutical companies.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 435 Advertising Campaigns 3 Credits

This capstone course for advertising majors provides an opportunity for students to plan comprehensive advertising campaigns. Coverage includes segmentation research, creative development of the campaign, media planning, and determining advertising effectiveness. Integration of advertising into the marketing program will be emphasized.

Prerequisite(s): MKT 205 + additional 9 credits from the Marketing courses for the Advertising Concentration; senior standing.

MKT 440 Sales Management 3 Credits

By means of lectures, discussions, and case studies, the field of marketing management is analyzed from the viewpoint of sales executives. The responsibilities for planning and administering personal selling operations are emphasized. Considerable attention is given to other activities for which sales executives may be wholly or jointly responsible, such as decision making on promotion and brand management.

Prerequisite(s): MKT 200 and senior standing.

MKT 444 Special Topics in Marketing 3 Credits

The study of a topic (or combination of topics) that represents some dimension of marketing or has important and direct implications for marketing management. Theoretical foundations, as well as special applications of marketing decision-making, may be explored. Readings, research, lectures, discussions, or other appropriate methods are employed to stimulate student learning.

Prerequisite(s): MKT 200; any additional prereqs requested by the instructor.

MKT 460 Marketing Management Seminar 3 Credits

This capstone course for marketing majors employs a top management approach to the overall marketing task, including planning, organizing, controlling, and integrating all the activities of the marketing program. Integration of marketing with other operations of the business unit is emphasized. Major problems and current trends are identified and analyzed through case discussion. Required for marketing majors.

Prerequisite(s): 15 Marketing credits, senior standing.

MKT 469 Selected Topics in Marketing 3 Credits

The study of a topic (or combination of topics) that represents some dimension of marketing or has important and direct implications for marketing management. Theoretical foundations as well as special applications of marketing decision making may be explored. Readings, research, lectures, discussions, or other appropriate methods are employed to stimulate student learning.

Prerequisite(s): MKT 200 and senior standing.

MKT 490 Independent Research and Study 1-4 Credits

Topic to be approved by the professor and chairperson. Available for juniors and seniors. No more than 12 credits allowed toward graduation, which may be counted as a business or free elective.

MKT 491 Internship-Based Indep Study 3 Credits

Provides the student an opportunity to supplement and apply classroom work in supervised employment with participating marketing and advertising firms. Requirements include a journal with a log of daily activities, and a project or term paper presented to and evaluated by the internship sponsor. Evaluation will also include a report by the company on the intern's performance. Credits may be used to satisfy business or free elective requirements.

Prerequisite(s): permission of instructor.