

# MARKETING (MKT)

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## **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.

## **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(s):** MKT 200. Required for advertising majors.

## **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 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.

## **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; Required for advertising majors.

## **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.

## **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.

## **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 and GSC 115 or permission of instructor.

## **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.

## **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; MSD 200, MSD 201; junior standing; Required for marketing and advertising majors.

**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.

**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 or permission of instructor.

**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.

**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.

**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 or permission of instructor.

**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 Spec. Topics Honors: Mkt & Law 3 Credits****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.

**Prerequisite(s):** Marketing major and 15 semester hours of marketing; Required for marketing majors.

**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 or permission of instructor.

**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.