### MARKETING (MKTG)

**MKTG 406 - MARKETING STRATEGY: THEORY & PRACTICE**  
Foundation for understanding all basic concepts of marketing; organized on a managerial framework so that students can apply basic marketing concepts to decision making and managing marketing activities. Emphasis on practical application through the use of cases. Development of a conceptual marketing plan, given a specific set of market, product and environmental conditions.  
Credits: 3

**MKTG 425 - COMMUNICATION & CONSUMER BEHAVIOR**  
Internal and external forces influencing consumers' decision making.  
Current theories of consumer market behavior and marketing communication techniques.  
Credits: 3  
Prerequisites: MKTG 406

**MKTG 426 - RESEARCH FOR MARKETING DECISIONS**  
Role of marketing research in contemporary marketing strategies. Relevant secondary information sources and techniques, such as focus groups. Experimental and other study designs; questionnaire development; data collection, processing, and analysis. Appropriate statistical techniques for data analysis.  
Credits: 3  
Prerequisites: MKTG 406

**MKTG 440 - BUSINESS PLAN & STRATEGY NEW VENTURES**  
Applied course in entrepreneurship. Selection and evaluation of a specific business concept; research into industry trends, competition, and the target market; marketing strategies. The completed business plan is presented in written and oral forms. Cross-listed with MGMT 440.  
Credits: 3  
Prerequisites: MKTG 406

**MKTG 456 - INTERNATIONAL MARKETING ANALYSIS**  
Extended case study of international marketing planning. Subtopics include overseas market selection, international aspects of demand analysis, product adaptation, channel selection, pricing behavior, promotion strategy, and organization. Export-import transactions, including transportation and logistics.  
Credits: 3  
Prerequisites: MKTG 406 or MGMT 452

**MKTG 495 - MARKETING INDEPENDENT STUDY**  
Intensive study of a marketing topic under the direction of a marketing faculty member. Project is selected by the student with approval of the supervising faculty member, school director, and dean.  
Credits: 1-3  
Course Notes: Consent of Instructor and Academic Head

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**Notes:**  
- **MKTG 492 - PROFESSIONAL MARKETING INTERNSHIP**  
  A supervised professional learning experience at a business or non-profit site. Must be arranged with internship coordinator and/or program director. Maximum of 3 credit hours can be applied to graduate business program.  
  Credits: 1-3  
  Attributes: Transformational Service Learning  
  Course Notes: Internship requirements vary by assignment; consent is, required by the instructor.