MARKETING (MKTG)

MKTG 201 - MARKETING FOR SOCIAL CHANGE
The application of marketing methods to address societal problems and to achieve positive societal objectives through the process of social marketing. Students will be familiarized with the background and theoretical foundations of social marketing; associated research methods, setting of objectives, strategy development, program design, implementation, and evaluation. Students will form teams to carry out a semester project to develop programs for nonprofit organizations that drive positive social change in order to address problems that they identify and select. Programs may focus on social issues in areas such as substance abuse, healthcare, education, safety, domestic violence and the environment. Course includes: lectures, case discussions, guest speakers, tests and the semester project.
Credits: 3
Attributes: Grounds for Change
Prerequisites: ENG 102

MKTG 302 - PRINCIPLES OF MARKETING
Character and importance of marketing process and its essential functions, activities, and concepts; how goods and services flow from producer to consumer/user. Economic, sociological, and psychological factors affecting managerial decision making in dynamic environment of marketplace.
Credits: 3
Prerequisites: ECON 102 and ECON 101

MKTG 310 - RETAIL MERCHANDISE & CONTROL
Activities of individuals or organizations that market products primarily to end consumers; purchasing goods and services for sale; storing, displaying, pricing, advertising, and servicing. Control activities; credit, accounting, materials management, personnel, and insurance.
Credits: 3
Prerequisites: MKTG 302

MKTG 324 - SALES MANAGEMENT
Examines the elements of an effective sales force as a key component of the organization’s total marketing effort. Includes understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), uses of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining sales people.
Credits: 3
Attributes: Mathematics
Prerequisites: MKTG 302

MKTG 331 - PRINCIPLES OF ADVERTISING
Credits: 3
Prerequisites: MKTG 302

MKTG 340 - MARKETING RESEARCH
Role of marketing research in contemporary marketing. Identification of major secondary sources of marketing information. Research process from study design through data analysis. Qualitative and quantitative techniques.
Credits: 3
Prerequisites: MKTG 302 and (PSYC 200 or MATH 217 or ECON 234)

MKTG 344 - MARKETING STRATEGY & PLANNING
Relationships between strategic management and strategic marketing. Marketing planning process; analysis, setting of objectives, evaluation of strategies and tactics, implementation, and control of marketing plans.
Credits: 3
Prerequisites: MKTG 302 and MKTG 340 and (MKTG 324 or MKTG 331)

MKTG 362 - INTERNATIONAL MARKETING STRATEGIES
Strategies for dealing with various foreign markets. Social and cultural differences as elements in marketing products effectively abroad. Marketing in age of free trade imperatives.
Credits: 3
Prerequisites: MKTG 302

MKTG 380 - SPECIAL TOPICS IN MARKETING
Topics of interest to faculty and students on important issues in marketing. Check class schedule for specific topics and prerequisites by clicking on the red five-digit CRN.
Credits: 3
Prerequisites: MKTG 302

MKTG 386 - CONSUMER BEHAVIOR
Concepts in behavioral science for analysis of consumer behavior and informed marketing decisions.
Credits: 3
Prerequisites: MKTG 302

MKTG 395 - INDEPENDENT STUDY
Students work under the direction of a marketing faculty member on projects selected by the student and approved by supervising faculty member, department chairperson, and college dean.
Credits: 1-3
Course Notes: Consent of Instructor and Academic Head

MKTG 398 - 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 undergraduate business program.
Credits: 1-3
Attributes: Transformational Service Learning
Course Notes: Internship requirements vary by assignment; consent is required by the Internship Coordinator, George Seyk at gseyk@roosevelt.edu.