MARKETING (MKTG)

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

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
Prerequisites: MKTG 302

MKTG 331 - PRINCIPLES OF ADVERTISING
The role of advertising in the US economy. Elements of the industry. Copy, layout, production, research, and media buying. Newspapers, magazines, direct response, outdoor, radio, television, internet and point of purchase.
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 340R - MKT PROB/APPS
This course covers the analysis of marketing problems and information required by the marketing manager to make a set of decisions. Cases used will explore whole marketing strategy, marketing information and forecasting, product and brand management decisions, distribution decisions, promotion decisions, pricing decisions and ethical aspects of marketing. (Prerequisites: Senior standing and MKT 305 or the equivalent; recommended: ACC 300)
Credits: 3
Prerequisites: MKT 305

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 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 364 - FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING
Digital and Social media marketing is now a foundational skillset, an absolute imperative, in the practice of marketing communications. In this course, we explore all things digital marketing including, but not limited to, social media marketing, internet and mobile display advertising, content marketing, email marketing, search engine marketing and optimization.
Credits: 3
Prerequisites: MKTG 302
Course Notes: MKTG 331 (recommended)

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

MKTG 390 - SPORTS MARKETING
This course will look at sports entertainment as the service product it is. It will focus on the strategic marketing process and the marketing mix as it applies to the sports industry. It will look at the various internal and external environments that the different sports industries compete in. Topics to be investigated include sponsorships of the various elements of each sport, targeting of specific spectators as consumers, and the specific application of the promotional mix in a sports environment.
Credits: 3
Prerequisites: MKTG 302

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
Course Notes: Internship requirements vary by assignment; consent is, required by the instructor.