Marketing

Contact:
UNO Marketing Department
402.554.3986

Degrees Offered

- Bachelor of Science in Business Administration (https://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration)

Concentrations Offered:

- Entrepreneurship Concentration (http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/entrepreneurship)
- Marketing Concentration (http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/marketing)
- Sales Concentration (http://catalog.unomaha.edu/undergraduate/college-business-administration/college-business-administration-marketing/sales)

Secondary Concentrations Offered:

- Secondary Concentration in Marketing (http://catalog.unomaha.edu/undergraduate/college-business-administration/bs-business-administration/marketing)

MKT 2000 SPECIAL TOPICS IN MARKETING (1-5 credits)
The course content and topic will vary. Please contact the CBA for specific course offerings.
Prerequisite(s)/Corequisite(s): ENGL 1160 with grade of 'C' (2.0) or better and 2.3 or better GPA; or permission of instructor.

MKT 2210 SURVEY OF MARKETING (3 credits)
This course is for any student majoring in business. Course content focuses on basic product and service marketing for business and non-business organizations. Additional topics include marketing for career development and marketing for non-profit organizations.
Prerequisite(s)/Corequisite(s): ENGL 1160 with grade of 'C' (2.0) or better and GPA of 2.3 or better.

MKT 3100 PROFESSIONAL SELLING (3 credits)
This course focuses on professional selling and relationship marketing principles and practices. A variety of personal and direct sales techniques, psychology, and application of personal communication theory will be applied. Role-plays and presentations will be utilized to help students learn and execute the sales process model.
Prerequisite(s)/Corequisite(s): ECON 2220 and ENGL 1160 both with 'C' (2.0) or better and GPA of 2.3 or better; or permission of instructor.

MKT 3200 BUSINESS COMMUNICATIONS (3 credits)
This course develops business communication skills such as selecting and using appropriate technologies for reaching intended audiences. Students will practice effective explanatory, narrative, persuasive, and investigative writing in the context of business communication.
Prerequisite(s)/Corequisite(s): ENGL 1160 and CMST 1110, each with a grade of "C" (2.0) or better; 2.5 GPA.
Distribution: Writing in the Discipline Single Course

MKT 3310 PRINCIPLES OF MARKETING (3 credits)
An examination of marketing functions and the institutions which perform them, choice of criteria for marketing strategy decisions, marketing structural relationships, and the role of marketing in society.
Prerequisite(s)/Corequisite(s): ECON 2200, MATH 1310 or MATH 1220, ENGL 1160, and MGMT 3200 or MKT 3200 all with 'C'(2.0) or better, and 2.5 GPA.

MKT 3320 CONSUMER BEHAVIOR (3 credits)
A study of the conceptual and theoretical foundation of consumer and industrial buyer behavior. Emphasis is placed upon the applications in the operational marketplace and research relating to specific consumer problems and patterns in marketing.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor.

MKT 3340 CHANNELS OF DISTRIBUTION (3 credits)
Channels management focuses on the associations of businesses and the performance of required functions making products and services available to end users when and where buyers demand them. Attention is paid to how intermediaries (e.g., wholesalers and retailers) interact and organize an efficient system to ensure that products and services are available in proper quantities and on time for consumers.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; and GPA of 2.5 or better; or permission of instructor.

MKT 3350 MARKETING SERVICE PRODUCTS (3 credits)
This elective explores how intangibility forces customers to evaluate service products differently, creating more challenges for marketers. The course is based on the premise that financial benefits reward services that provide value to customers, and develops strategies for creating value.
Prerequisite(s)/Corequisite(s): MKT 3310 with a 'C+' or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 3360 INTEGRATED MARKETING COMMUNICATIONS (3 credits)
This course considers the functions and resources necessary to place effective integrated marketing communications (IMC) before target audiences and thus help to achieve marketing objectives for both business and non-business organizations. Specifically, it includes integrated marketing communications institutions, budgeting, positioning, creative strategy, media strategy, and determining communication effectiveness. It also considers social and economic effects of IMC.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better and GPA of 2.5 or better; or permission of instructor.

MKT 3370 SOCIAL MEDIA MARKETING (3 credits)
The students will become familiar with the full range of promotional media, techniques and methodologies, understand the structuring of a promotional campaign according to the strategic objectives, be able to effectively integrate promotions into a composite marketing program, and be able to design and present a complex promotional strategy employing a diverse array of techniques and methods according to the specific objectives.
Prerequisite(s)/Corequisite(s): Completion of MKT 3310 and MKT 3360 with a C+ or better.

MKT 3380 INTERNATIONAL MARKETING (3 credits)
A study of the processes, procedures, characteristics and environments for goods and services in foreign market places. Reference is drawn to the theories and concepts of domestic marketing to appraise their applicability to international markets. Considerable attention is given to the features of the foreign market environments which both facilitate the marketing processes, inhibit them, and require strategies and tactics of accommodation.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better.

MKT 3390 GRAPHIC DESIGN FOR MARKETERS (3 credits)
The course provides a hands-on introduction to the concepts and tools used in graphic design to create marketing communications. Material and assignments will focus on how design supports marketing communication strategy. Students will learn the principles and vocabulary of design, how to critique graphic design, and how to create basic print materials. Students will learn and practice the skills necessary to communicate with graphic designers and advertising professionals in order to successfully implement marketing strategies.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; 2.5 GPA or better.
MKT 3410 SUSTAINABLE SUPPLY CHAIN MANAGEMENT (3 credits)
Sustainable supply chain management is the design and management of business processes within and across organizational boundaries to meet the needs of the end customer. The overall goal of this course is to provide students with an understanding of present day issues and policies related to establishing a sustainable, competitive advantage through efficient use of resources and collaboration with external business partners. Students will develop critical thinking skills focused on business process analysis and the use of key performance indicators. (Cross-listed with SCMT 3410, MGMT 3410).
Prerequisite(s)/Corequisite(s): Sophomore standing; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.

MKT 3600 BUSINESS ETHICS (3 credits)
Students will learn about the factors, opportunities and pressures that lead to ethical dilemmas, and will develop their understanding of foundations and processes that encourage and reward ethical decision making and behaviors. Lots of examples, sourced from case studies and current events will be provided. (Cross-listed with BSAD 3600, MGMT 3600).
Prerequisite(s)/Corequisite(s): Junior classification (minimum of 58 earned credit hours) with a minimum 2.5 cumulative GPA. Completion of MGMT 3200 or MKT 3200 with a minimum grade of 'C' (2.0). Not open to non-degree graduate students.

MKT 3610 BUSINESS TO BUSINESS MARKETING (3 credits)
An introductory marketing management course which examines the decisions involved in marketing goods and services to the industrial buyer as opposed to the consumer buyer. Buyer motivation, promotion decisions, channel decisions, product development and pricing policies involved in the marketing of industrial goods are considered.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor.

MKT 4000 SPECIAL TOPICS IN MARKETING (1-5 credits)
The course content and topic will vary. Please contact the CBA for specific course offerings.
Prerequisite(s)/Corequisite(s): MKT 3310 plus 6 hours of Marketing, all with 'C+' or better; GPA of 2.5 or better; or permission of instructor.

MKT 4100 AVIATION MARKETING (3 credits)
This course will provide an understanding of the principles of marketing and aviation in general. An overview of the marketing relationship with the aviation industry will be explored. This course will introduce students to developing marketing plans and campaigns for aviation related businesses.
Prerequisite(s)/Corequisite(s): AVN 1000 and MKT 3310 both with a grade of 'C'(2.0) or better and minimum GPA of 2.5.

MKT 4200 CONSULTATIVE SELLING PRINCIPLES (3 credits)
The primary focus of the Consultative Selling Principles course is to develop the behaviors, methodologies, principles, and processes required to successfully lead and manage complex selling initiatives to a win-win close. The course examines and applies, through role playing and other activities, the critical relationship building, critical thinking, problem solving, negotiating capabilities which are the foundation skills underlying consultative selling. (Cross-listed with BSAD 8206)
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; MKT 3100 with C+ or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4210 SELLING FINANCIAL SERVICES (3 credits)
Selling Financial Services concentrates on methods to effectively sell services and products in the financial services industry, including the banking, brokerage and insurance sectors. Targeting, initiating, and acquiring client relationships, expanding business opportunities, and maintaining long-term client relationships are the course’s focal points. This integrative course is designed to provide students with a basic understanding of the selling profession and sales culture within the financial services industry. (Cross-listed with BSAD 8216)
Prerequisite(s)/Corequisite(s): MKT 3310 with a C+ or better grade and 2.5 GPA. Not open to non-degree graduate students.

MKT 4220 GLOBAL STRATEGIC ACCOUNT MANAGEMENT (3 credits)
Throughout this course, the management of strategic account programs at national, multi-country, and global levels will be addressed. The primary focus of the curriculum is on the critical success factors for driving revenue, sustainable long term-growth and profitability with a base of core strategic buyers. (Cross-listed with BSAD 8226)
Prerequisite(s)/Corequisite(s): Senior or graduate student standing and permission of the instructor. Not open to non-degree graduate students.

MKT 4300 MARKETING MANAGEMENT (3 credits)
A case study course which examines product, price, promotion and channel of distribution policies. Major emphasis is placed on analysis of marketing problems and the facets of making decisions in the marketing area.
Prerequisite(s)/Corequisite(s): MKT 3310 with grade of 'C+' or better plus 6 hours of marketing, all with 'C' (2.0) or better, senior standing; GPA of 2.5 or better; or permission of instructor.

MKT 4320 SALES MANAGEMENT (3 credits)
Planning, organizing and controlling the sales force. Special emphasis on application of latest research to the areas of compensation, selection, motivation, training, time and territory management, opportunity analysis and cost control. (Cross-listed with BSAD 8326).
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor.

MKT 4340 MARKETING RESEARCH (3 credits)
Application of analytical tools to marketing problems including markets, products, distribution channels, sales efforts and advertising. Emphasis on planning, investigation, collection, interpretation of data and presentation of results.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; BSAD 2130 or BSAD 3140 or BSAD 3160 with 'C' (2.0) or better; GPA of 2.5 or better; or permission of instructor.

MKT 4360 MARKETING IN A HIGH-TECH ENVIRONMENT (3 credits)
The focus of this course is understanding the Internet as a marketing tool. The content includes discussion of how the Internet is used by business for designing products, pricing, promotions, and distribution thereof. The larger impact of the Internet on businesses and future trends is also discussed. (Cross-listed with BSAD 8366).
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor.

MKT 4370 MARKETING ANALYTICS (3 credits)
This course focuses on the application of data analytics in marketing decision making (e.g., segmentation, sales forecasting, and resource allocation). Students will learn to apply statistics and econometrics to solve marketing problems. Key topics in this course include marketing data visualization, marketing metrics, descriptive and predictive analytics, and digital marketing analytics. This course takes a very hands-on approach with real-world databases and equips students with tools that can be used immediately on the job.
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; BSAD 2130 or BSAD 3140 or BSAD 3160 with 'C' (2.0) or better; GPA of 2.5 or better; or permission of instructor.

MKT 4380 INDUSTRIAL PURCHASING AND LOGISTICS MANAGEMENT (3 credits)
This course will focus on the strategic procurement of products and services in order to gain a competitive advantage through integrated supply management. Students will learn about strategic supply management, contract negotiation, and supplier quality management. Students will develop an understanding of supplier performance management through the use of supply chain information systems. (Cross-listed with SCMT 4380, BSAD 8386.)
Prerequisite(s)/Corequisite(s): SCMT 3410; GPA of 2.5 or better; or by permission of instructor. Not open to non-degree graduate students.
MKT 4420 BUSINESS DEMOGRAPHICS (3 credits)
The development of a demographic perspective to assist in understanding the business environment and business policy. How population change impacts upon consumer markets and all of the functions (for example, accounting, finance and management) that must exist for these markets to perform. Includes a history of U.S. population change and policy as well as a view toward international population considerations. (Cross-listed with BSAD 8426).
Prerequisite(s)/Corequisite(s): MKT 3310 with 'C+' or better; GPA 2.5 or better, Junior Standing; or permission of instructor.

MKT 4500 SPECIAL PROBLEMS IN MARKETING (1-3 credits)
This course consists of an individual investigation of specific marketing topics under the supervision of a faculty member and could include readings, independent research, and a written research paper.
Prerequisite(s)/Corequisite(s): Principles of Marketing (MKT 3310) with minimum C+ or permission of instructor.

MKT 4510 MARKETING INTERNSHIP (1-3 credits)
Students engage in part time employment in the marketing discipline to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to general marketing or a specialization within the domain (i.e. selling, social media, advertising, market research).
Prerequisite(s)/Corequisite(s): MKT 3310 with a C+ or better, a 2.5 GPA, and junior level standing; and permission of instructor.

MKT 4540 SUPPLY CHAIN MANAGEMENT INTERNSHIP (1-3 credits)
Students engage in part-time employment in supply chain management to gain relevant business experience and to practice the skills and concepts learned in the classroom. Work assignment must encompass duties related to the field of supply chain management (i.e., purchasing, scheduling, supplier relations, materials management, or logistics). (Cross-listed with SCMT 4540)
Prerequisite(s)/Corequisite(s): MKT-MGMT 3410 Sustainable Supply Chain Management and GPA of 2.5 or better; or by permission of the instructor. Not open to non-degree graduate students.

MKT 4760 SELLING IN AN ENTREPRENEURIAL CONTEXT (3 credits)
Successful entrepreneurs are able to identify unmet needs in the marketplace and then design and sell products or services that fulfill those needs. Sales effectiveness is essential for entrepreneurs because they must be able to build sustainable sales pipelines that ensure profitable growth as other pressing issues such as financing, staffing, product development are addressed. This course will focus on consultative solution-based sales fundamentals that can be applied in the entrepreneurial selling environment. (Cross-listed with ENTR 4760, BSAD 8766)
Prerequisite(s)/Corequisite(s): GPA 2.5 or better; MKT 3100 with a 2.5 grade or better; MKT 3310 with a 2.5 grade or better; or permission of instructor. Not open to non-degree graduate students.

MKT 4800 HONORS STUDIES IN MARKETING (3 credits)
A comprehensive examination of marketing as it is practiced among firms representing different industrial sectors. Course objectives include individual inquiry, theoretical applications and limitations, and an increased academic understanding of the discipline of marketing. Only grades 'B' and above will be awarded. Students exhibiting performance below the 'B' level will receive an 'F' for the course. Admission to this course is by invitation only.
Prerequisite(s)/Corequisite(s): Permission of instructor. Senior standing, 3.2 GPA or above, declared business college specialization in MKT or BFIN or MGMT or communications (journalism, PR or broadcasting). Not open to non-degree graduate students.

MKT 4910 SPECIAL TOPICS IN MARKETING (3 credits)
A series of special courses each designed to focus on current major topics and developments in a specific area of marketing or business. Scheduled as a workshop or seminar according to purpose.
Prerequisite(s)/Corequisite(s): Senior standing or permission of instructor.