

# MARKETING (MKT)

## Marketing Undergraduate Courses

### **MKT 2210 SURVEY OF MARKETING (3 credits)**

This course is designed for any student who has an interest in marketing and focuses on basic product and services marketing as well as digital and social media marketing.

### **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):** ENGL 1160 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):** 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):** 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)**

Consumers purchase, use, experience, and dispose of products and services as part of their consumption process. How and why consumers choose various brand options, form judgments about these brands, and decide which options to buy and/or re-buy are essential knowledge for marketing professionals. The course covers the psychological and social issues that guide consumption decisions. (Cross-listed with BSAD 8345).

**Prerequisite(s):** MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor.

### **MKT 3340 OMNI CHANNEL MARKETING (3 credits)**

This course is designed to provide students with an overview of the omnichannel marketing landscape. Omnichannel marketing focuses on creating a seamless shopping experience through the integration of multiple channels. Attention is paid to how modern-day retailers can create a holistic and highly personalized experience for customers.

**Prerequisite(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):** 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 DIGITAL MARKETING COMMUNICATIONS (3 credits)**

This course is designed to familiarize students with digital marketing concepts and applications. It provides a detailed understanding of relevant digital channels and platforms that companies use as part of their marketing mix. The course is structured to guide students through paid, earned, and owned digital media as part of a comprehensive digital marketing communications strategy. The course employs a mixture of lecture, discussion, simulation games, and sponsored consulting projects with real-world companies.

**Prerequisite(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)**

This course is designed to familiarize students with social media marketing concepts and applications. It provides a detailed understanding of relevant social media channels and platforms that companies use as part of their marketing mix. Students will apply their knowledge from class by completing several in-class exercises as well as graded assignments. The course employs a mixture of lecture, discussion, simulation games, and sponsored consulting projects with real-world companies.

**Prerequisite(s):** Completion of MKT 3310 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):** 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):** MKT 3310 with 'C+' or better; 2.5 GPA or better.

### **MKT 3400 MARKETING INNOVATION (3 credits)**

Product, service, and process innovation are essential drivers of firm performance. However, firms face considerable and complex challenges when bringing innovative ideas to life. For example, what marketing research methods should we employ to uncover vital consumer insights? How do these insights influence the development and launch of new products and services? What differentiated value are we delivering to our consumers? How do we successfully bring this new product or service to market? How does a brand's purpose and personality influence consumers' perceptions, purchase decisions, adoption, and engagement? This course will cover key marketing principles involved in the development and launch of new and innovative products and services - from conception to commercialization. Furthermore, we will explore how new-age technologies impact each stage of the development and launch processes. (Cross-listed with BSAD 8435).

**Prerequisite(s):** MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor.

**MKT 3410 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (3 credits)**

Supply chain management is the design and management of business processes needed to turn raw materials from suppliers into products and services that meet the needs of the final customer. The goals of this course center around providing students with the foundations of supply chain management and effectively managing the flow of goods, information, and services to obtain sustainable competitive advantage within an industry. Students will develop critical thinking skills focused on business process analysis and the use of key performance indicators to determine operational efficiencies for all organization levels. (Cross-listed with SCMT 3410, MGMT 3410).

**Prerequisite(s):** Sophomore standing; GPA of 2.0 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):** 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)**

This course 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):** MKT 3310 with 'C+' or better; 2.5 GPA or better; or permission of instructor

**MKT 4000 SPECIAL TOPICS IN MARKETING (3 credits)**

This special topics course will address specific topics which will vary by semester and is intended primarily for upper division students who are pursuing a marketing or sales concentration.

**Prerequisite(s):** MKT 3310 plus 6 hours of Marketing, all with 'C+' or better; GPA of 2.5 or better; or permission of instructor.

**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, listening and negotiating capabilities which are the foundation skills underlying consultative selling. (Cross-listed with BSAD 8206)

**Prerequisite(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, FNBK 4210).

**Prerequisite(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):** Senior or graduate student standing and permission of the instructor. Not open to non-degree graduate students.

**MKT 4300 MARKETING MANAGEMENT (3 credits)**

This case study course examines product, price, promotion and channel of distribution policies. Major emphasis is placed on analysis of marketing problems and the facets of making marketing decisions.

**Prerequisite(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)**

The student will be exposed to current research findings in sales management and to business cases and simulations where sales management theories and concepts will be applied. This course will prepare students to develop and implement specific compensation, motivation, and evaluation strategies for managing sales professionals across a wide variety of organizations. (Cross-listed with BSAD 8326)

**Prerequisite(s):** MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

**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):** 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 E-MARKETING (3 credits)**

This course focuses on utilizing the Internet as a marketing platform. Course content includes discussion of how the Internet is used by businesses for designing products, pricing, promotions, distribution, positioning, gathering information, and cultivating relationships with stakeholders. The discussion about the rise of social media, sharing economy, virtual reality devices, and other relevant trends will also be part of the course. (Cross-listed with BSAD 8366).

**Prerequisite(s):** MKT 3310 with 'C+' or better; GPA of 2.5 or better; or permission of instructor. Not open to non-degree graduate students.

**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. (Cross-listed with BSAD 8396).

**Prerequisite(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. Not open to non-degree graduate students.

**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):** 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 goal of this course is to develop a demographic perspective in order to assist in understanding the business environment and business policy. How population change impacts 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 population change and policy as well as a view toward international population considerations. (Cross-listed with BSAD 8426).

**Prerequisite(s):** MKT 3310 with 'C+' or better; GPA 2.5 or better, Junior Standing; or permission of instructor. Not open to non-degree graduate students.

**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):** 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):** 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):** 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 4720 INNOVATION VENTURES (3 credits)**

This team-based course provides students with the opportunity to practice the basic tools of business discovery and validation. Concepts and techniques in innovation, entrepreneurship, and strategy will be used to aid students in the venture creation process. Important considerations impacting the viability of the venture post formation will also be explored. Practical real-world experimentation is the central component of the course and will help students to conceive, develop, and launch their own innovative ventures. (Cross-listed with BSAD 8726, ACMP 4720, ACMP 8256, ENTR 4720, MGMT 4720).

**Prerequisite(s):** ENTR 3710 and junior standing or above or by instructor permission

**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 while simultaneously addressing other pressing issues including financing, staffing, and product development. This course will focus on consultative solution-based sales fundamentals that can be applied in an entrepreneurial selling environment. (Cross-listed with ENTR 4760, BSAD 8766)

**Prerequisite(s):** GPA 2.5 or better; MKT 3100 with a "C+" or better; MKT 3310 with a "C+" 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):** 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.