

# Department of Marketing and International Business

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The Department of Marketing and International Business offers the Bachelor of Business Administration (BBA) with a major in marketing and the BBA with a major in international business. The department also offers a minor in Advertising and Promotions, which is open to all majors. The majors in marketing and international business are designed to give students basic knowledge, skills, and values of marketing and international business that build on the foundation provided by the University Core Curriculum and that are required for professional careers in marketing or international business. The programs stress the importance of critical thinking skills, diverse cultural perspectives, and ethical awareness.

- Bachelor of Business Administration with a Major in Marketing (<http://catalog.valdosta.edu/archive/2017-2018/undergraduate/academic-programs/business-administration/marketing-international-business/bba-marketing>)
- Bachelor of Business Administration with a Major in International Business (<http://catalog.valdosta.edu/archive/2017-2018/undergraduate/academic-programs/business-administration/marketing-international-business/bba-international-business>)
- Minor in Advertising and Promotions (<http://catalog.valdosta.edu/archive/2017-2018/undergraduate/academic-programs/business-administration/marketing-international-business/minor-advertising-promotions>)
- Minor in Professional Sales (<http://catalog.valdosta.edu/archive/2017-2018/undergraduate/academic-programs/business-administration/marketing-international-business/minor-professional-sales>)

## Marketing

### **MKTG 1500. Foundations of Consumer Culture. 3 Hours.**

A broad introduction to the development of consumer culture and its relationship to business. Topic areas covered include the rise of American consumer culture; its relationship with business, marketing, economic, and public policy practices; and the issues that consumers and consumer cultures face.

### **MKTG 3050. Introduction to Marketing. 3 Hours.**

Prerequisites: Non-Business Majors: ECON 1500 or ECON 2106. Basics of targeting products and services to satisfy customer needs through product, price, promotion and distribution strategies. Marketing strategies are discussed within the context of prevailing political, social, ethical, economic, legal, competitive and technological environments.

### **MKTG 3050H. Honors Introduction to Marketing. 3 Hours.**

Prerequisites: ECON 1500 or ECON 2106. Basics of targeting products and services to satisfy customer needs through product, price, promotion, and distribution strategies. Marketing strategies are discussed within the context of prevailing political, social, ethical, economic, legal, competitive, and technological environments. This honors course requires the strategic implementation of marketing principles.

### **MKTG 3060. Professional Selling. 3 Hours.**

Fundamentals of personal selling and the behavioral aspects of the persuasion process, including social, ethical, and legal responsibilities.

### **MKTG 3070. Time Management for Salespeople. 3 Hours.**

Overview of the various time management tools available for the sales professional. Students will learn how to more efficiently manage their contacts, travel time, servicing, and paperwork. They will also learn general time management principles of focus, prioritization, and goal setting.

### **MKTG 3080. Marketing Tools. 3 Hours.**

Pre- or Co-requisite: MKTG 3050 or instructor's approval. Study of the tools needed to execute a marketing campaign. Technological and practical considerations in the development of an advertising communication, e-commerce web site, and direct mail campaign will be emphasized.

### **MKTG 3100. Health Care Marketing. 3 Hours.**

Prerequisite: MKTG 3050 or consent of instructor. Application of marketing principles and concepts to contemporary health care industry issues. Topics include the evolving role of the health care consumer, marketing tactics and strategy defined for the specific aspects of the health care market, and how consumerism will reshape health care markets.

### **MKTG 3620. Consumer Behavior. 3 Hours.**

Prerequisite: MKTG 3050. Motives, attitudes, and expectations of consumers and purchasing agents that contribute to the understanding of the marketing process.

### **MKTG 3650. Marketing Research. 3 Hours.**

Prerequisites: MKTG 3050, and BUSA 2100 or MATH 2620. Develops the scientific process of problem solving in a marketing context. Covers the concepts of problem definition, hypothesis testing, questionnaire development, research design, and interpretation of statistical findings.

### **MKTG 4000. Principles of Promotion. 3 Hours.**

Pre or Corequisite: MKTG 3050. Organization, basic principles, economic, legal and social aspects of promotion and testing promotional effectiveness.

**MKTG 4060. Sales Management. 3 Hours.**

Prerequisite: MKTG 3050 and MKTG 3060. Basic principles in recruiting, supervising, training, managing, motivating, evaluating and compensating salespeople and sales forces.

**MKTG 4070. Readings in Sales and Marketing. 3 Hours.**

Prerequisite: MKTG 3050. Overview of the various tools available in sales and marketing for increasing professional proficiency. Students will learn how to improve their skills through readings in marketing, sales, behavioral sciences, persuasion, and career management skills. They will also explore information available to them through the business presses and professional seminars.

**MKTG 4200. Marketing Channels. 3 Hours.**

An overview of the distribution function as it relates to both logistics and supply chain management. Provides the student with an overview of channel design, strategy, and structure; channel participants and functions; and physical distribution and logistics systems.

**MKTG 4220. Retailing. 3 Hours.**

Prerequisite: MKTG 4200. Fundamentals and principles employed in the analysis and evaluation of the retail intermediary.

**MKTG 4230. Business to Business Marketing. 3 Hours.**

Prerequisite: MKTG 4200. Study of the process of buying from and selling to other businesses. Topics include market and product planning, pricing, financing, sales force management, and legal aspects of business marketing.

**MKTG 4240. Cases in Logistics Decision Making. 3 Hours.**

Prerequisite: MKTG 4200. A study using case-based methods, students will explore the decision making process used to implement logistics in a corporate setting and the strategies companies use to make "real world" supply chain decisions. They will also develop an understanding of the impact such decisions have on the local and global level.

**MKTG 4300. Creative Advertising Strategy. 3 Hours.**

Prerequisite: MKTG 4000.. An introduction to the fundamentals of creative advertising strategy and execution. The class provides students with both understanding and experience in various elements of copywriting, design, and layout of advertisements for a variety of media outlets.

**MKTG 4530. International Marketing Communications. 3 Hours.**

Prerequisite: MKTG 4500. An examination of advertising and promotion principles from an international marketing communications perspective. Topics range from analyses of consumers, target markets, and advertising appeal strategies to development of advertising, media, and promotional plans in international environments.

**MKTG 4650. Marketing Research. 3 Hours.**

Prerequisites: MATH 1261, MKTG 3050, and BUSA 2100 or MATH 2620. Develops the scientific process of problem solving in a marketing context. Covers the concepts of problem definition, hypothesis testing, questionnaire development, research design, and interpretation of statistical findings.

**MKTG 4670. Marketing Channels. 3 Hours.**

Prerequisite: MKTG 3050. Study of the firm's distribution function. Covers: channel design, strategy and structure; channel participants and functions; channel management; and physical distribution and logistics systems.

**MKTG 4680. International Marketing. 3 Hours.**

Prerequisite: MKTG 3050. Study of marketing and international business using the framework of the world market place. Aspects of marketing which are unique to international business are emphasized.

**MKTG 4690. Social Marketing. 3 Hours.**

Prerequisites: MKTG 3050. Designed for students to gain an understanding and appreciation in the field of social marketing. Social marketing uses marketing principles and techniques to influence the behavior of a target audience toward goods, services, or ideas that benefit the greater social good.

**MKTG 4720. Advertising Culture and Ethnography. 3 Hours.**

Prerequisite or Corequisite: MKTG 3050. A study of the fundamentals of the ethnographic method. Topics include the use of ethnography in developing advertising and understanding its impact on society and culture.

**MKTG 4730. Advertising and Society. 3 Hours.**

Prerequisite or Corequisite: MKTG 3050. A study of the impact of advertising on society and culture. The course develops an understanding of various issues concerning advertisers and their stakeholders and explores the unintended consequences of advertising on the society at large, as well as the various public policies in place on advertising and advertisers.

**MKTG 4740. Business-to-Business Marketing. 3 Hours.**

Study of the process of buying from and selling to other businesses. Topics include market and product planning, pricing, financing, sales force management, and legal aspects of business marketing.

**MKTG 4750. Marketing of Services. 3 Hours.**

Prerequisite: MKTG 3050. Highlights the differences between product marketing and the marketing of services. Attention is focused on the marketing function of not-for-profit organizations such as hospitals, educational institutions, police departments and churches.

**MKTG 4770. Electronic Business. 3 Hours.**

Prerequisite: MKTG 3050. An introduction to the world of electronic business. Students enhance their marketing skills by applying marketing principles and strategies in conjunction with modern information technologies.

**MKTG 4810. Special Topics in Marketing. 3 Hours.**

Study of specific topics in the field of marketing. May be repeated once for additional credit with prior approval of advisor and instructor if different topics are covered in the subsequent course.

**MKTG 4900. Strategic Planning. 3 Hours.**

Prerequisites: MKTG 3620, MKTG 3650 each with a grade of "C" or better and senior standing. Study of the integration and coordination of product development, promotional strategy, physical distribution and pricing in planning, implementing and controlling marketing operations. The creation of a marketing plan is stressed.

**MKTG 4980. Marketing Internship. 3 Hours.**

Prerequisite: MKTG 3050, 2 upper level MKTG classes, and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of marketing in an employment situation. A project, approved by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once.

**MKTG 4990. Directed Study in Marketing. 3 Hours.**

Prerequisite: Senior standing and consent of instructor. Special projects undertaken by marketing majors. Proper form must be submitted to the Dean of the College of Business Administration at least two weeks before the beginning of the semester.

## International Business

**IB 3000. Introduction to International Business. 3 Hours.**

An evaluation of country risks, distinguishing between different foreign business structures and practices, and critically evaluation cultural distinctions and their effects on individuals.

**IB 3600. International Business and Culture. 3 Hours.**

Cross-cultural experience through study abroad. Classroom topics include business practices, historical background, and social and cultural norms of the chosen country. In-country experiences include visits to companies, places of historical significance, and places of cultural significance. This course may be repeated once for credit in a different country.

**IB 3600H. Honors International Business and Culture. 3 Hours.**

Cross-cultural experience for the Honors student through study abroad. Classroom topics include business practices, historical background, and social and cultural norms of the chosen country. In-country experiences include visits to companies, places of historical significance, and places of cultural significance. Student will write an analysis of the international business visited in a foreign country. This course may be repeated once for credit in a different country.

**IB 4900. International Business Capstone. 3 Hours.**

Prerequisite: IB 3000. Capstone course required of International Business majors. Strategic management concepts to integrate into the functions of International Business. Analysis of international business situations, diagnosis of international business problems and opportunities, and application of functional and strategic concepts to increase organizational effectiveness on the international scale are emphasized.