

# Marketing (MKTG)

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## **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: Completion of 45 credit hours or ECON 1500 or ECON 2106 with a grade of "C" or better. 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: Completion of 45 credit hours or ECON 1500 or ECON 2106 with a grade of "C" or better. 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 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. Visual Media in Business. 3 Hours.**

The course will address technological and practical considerations in the use of a variety of tools used for the development of advertisements, web sites, social media, internal documents, newsletters, and other business materials. To remain current the software tools will change over time. The course will cover a variety of creative software.

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

Prerequisite: MKTG 3050 with a grade of "C" or better. 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.**

Prerequisites: MKTG 3050 with a grade of "C" or better. 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, with a grade of "C" or better, and BUSA 2100 or MATH 1401 with a grade of "C" or better. 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. Advertising and Promotion. 3 Hours.**

Prerequisite: MKTG 3050 with a grade of "C" or better. The course explores the basic principles of advertising and promotions and their role in media and society. The advertising environment of the 21st century, agency and client relationships, consumer behavior, ethics, and the role of research, creative appeals, and media selection in advertising effectiveness will be studied.

## **MKTG 4010. Digital Marketing. 3 Hours.**

Prerequisites: MKTG 3050 with a grade of "C" or better. An introduction to the marketing of products and services via digital technologies such as the Internet, mobile phones, and social and other digital media. Methods covered include search engine optimization, content marketing, email direct marketing, display advertising, and other digital technologies.

## **MKTG 4020. Social Media Marketing. 3 Hours.**

Prerequisite: MKTG 3050 with a grade of "C" or better. An introduction to the marketing of products and services via various social media platforms. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools to marketing efforts.

## **MKTG 4030. Advertising Culture and Ethnography. 3 Hours.**

Prerequisite: MKTG 3050 with a grade of "C" or better. 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 4040. Advertising and Society. 3 Hours.**

Prerequisite: MKTG 3050 with a grade of "C" or better. 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 4050. Creative Advertising Strategy. 3 Hours.**

Prerequisite: MKTG 3050 with a grade of "C" or better. An introduction to the fundamentals of creative advertising strategy and execution. The class provides students with both understanding and experience in various elements of copy writing, design, and layout of advertisements for a variety of media outlets.

**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 4130. Professional Selling. 3 Hours.**

Prerequisites: MKTG 3050 with a grade of "C" or better. Fundamentals of personal selling and the behavioral aspects of the persuasion process, including social, ethical, and legal responsibilities.

**MKTG 4160. Advanced Professional Selling. 3 Hours.**

Prerequisites: MKTG 4130 with a grade of "C" or better. Courses focuses on time management as well as the application of theoretical and practical sales approaches/techniques such as customer relationship building, team selling, account management, negotiation and persuasion techniques.

**MKTG 4170. Sales Management. 3 Hours.**

Prerequisites: MKTG 4130 with a grade of "C" or better. A study of planning, organizing, staffing, training, leading, and controlling the sales force in an effective marketing organization.

**MKTG 4180. Practicum in Professional Selling. 3 Hours.**

Prerequisites: MKTG 4130 with a grade of "C" or better. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of professional selling in an employment situation. A project/Report, approved and supervised 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 for course credit.

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

Prerequisite: MKTG 3050 with a grade of "C" or better. 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 4670. Marketing Channels. 3 Hours.**

Prerequisites: MKTG 3050 with a grade of "C" or better. 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 with a grade of "C" or better. 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. Business-to-Business Marketing. 3 Hours.**

Prerequisite: MKTG 3050 with a grade of "C" or better. A 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 4740. Cases in Logistics Decision Making. 3 Hours.**

Prerequisites: MKTG 3050 with a grade of "C" or better. A study of 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 4750. Marketing of Services. 3 Hours.**

Prerequisites: MKTG 3050 with a grade of "C" or better. A study of key challenges in effective service delivery with emphasis on unique aspects of services marketing, service quality, the service-marketing mix, customer satisfaction & loyalty, and the implementation of service strategies across a variety of industries. Course also examines the differences between the marketing of manufactured goods and the marketing of services.

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

Prerequisite: MKTG 3050 with a grade of "C" or better. 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. A study of the integration and coordination of product development, promotional strategy, marketing channels, and pricing in planning, implementing and controlling marketing operations. The creation of a marketing plan is stressed.

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

Prerequisites: MKTG 3050, and 2 upper level MKTG classes each with a grade of "C" or better, and completion of Internship Agreement Form prior to the end of the Drop/Add period. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of marketing in an employment situation. A project/Report, approved and supervised 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.**

Prerequisites: MKTG 3620 with a grade of a "C" or better, senior standing and approval of instructor and the department chair. Special projects undertaken by marketing majors. Completion proper form must be submitted to the Department Heads for signature prior to the start of the semester but no later than the end of the Drop/Add period.