

MARKETING (MKT)

MKT 350 | Marketing Principles | 3 cr

Introduces the general marketing process, which is involved in the distribution and exchange of goods and services. Surveys product, pricing, promotion, distribution, and buyer behavior variables within the context of market planning.

Prerequisites: ECON 120; completion of a minimum of 54 credits, business major/minor.

Offered: Fall, Spring.

MKT 353 | Internet Marketing | 3 cr

Emphasizes an understanding of digital marketing, social media, internet marketing, consumer behavior, web analytics, search engine optimization, and advertising and creativity strategy.

Prerequisites: MKT 350.

Offered: Occasionally.

MKT 354 | Marketing Research | 3 cr

Examines scientific procedures applicable to marketing research, including methodological considerations of defining information needs, determining research design, collecting/analyzing data, and preparing reports. Community-based learning designation.

Prerequisites: MKT 350, QM 310; business major/minor.

Offered: Fall.

Meets: Community Based Learning

MKT 355 | Buyer Behavior | 3 cr

Examines theoretical and applied research and concepts in the buying decision processes in households, businesses, nonprofit and government organizations as these relate to development, implementation, and assessments of marketing strategies. Covers contributions from social and behavioral sciences as well as marketing.

Prerequisites: MKT 350; business major/minor.

Offered: Spring.

MKT 356 | Global Marketing | 3 cr

Examines managing the marketing function in the global context, including increasingly competitive international market dynamics and environmental factors.

Prerequisites: MKT 350.

Offered: Occasionally.

MKT 357 | Multicultural Marketing | 3 cr

Examines recent research and best practices in marketing to various ethnic and sexual orientation groups, examining both the largest "traditional" ethnic segments (Asian-American, African-American, and Hispanic-American) as well as the LGBTQ market and "multi-cultural market" in general to prepare students for marketing challenges in an increasingly dynamic market with rapidly changing tastes.

Prerequisites: MKT 350.

Offered: Occasionally.

Meets: Ethnic Diversity

MKT 358 | Promotions Management | 3 cr

Analyzes management of the firm's promotional mix, including techniques and strategies in the use of advertising, personal selling, sales promotion, and public relations. Community-based learning designation.

Prerequisites: MKT 350; completion of a minimum of 54 credits, business major/minor.

Offered: Spring.

Meets: Community Based Learning

MKT 450 | Social Media Marketing | 3 cr

Examines the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Covers relevant digital marketing aspects more broadly, including emerging electronic commerce and mobile marketing topics.

Prerequisites: MKT 350.

Offered: Spring.

MKT 452 | Product Management | 3 cr

Explores a systematic approach to product planning, product development, and product management over time; examines appropriate strategies for product review and monitoring via case analysis.

Prerequisites: MKT 350.

Offered: Occasionally.

MKT 453 | Advanced Digital and Social Media Marketing | 3 cr

Develops advanced skills related to social media optimization, email marketing, content marketing, data and website analytics, paid ad optimization strategies, online reputation management, and digital marketing automation.

Prerequisites: MKT 350.

Offered: Fall.

MKT 455 | Marketing Management | 3 cr

Examines marketing strategies and the strategic planning process in practical business situations.

Prerequisites: MKT 350, 354, and 355.

Offered: Fall.

MKT 458 | Personal Selling | 3 cr

Examines personal selling as a major function within the marketing and promotional mix of a firm.

Prerequisites: MKT 350; completion of a minimum of 54 credits, business major/minor.

Offered: Fall.

MKT 467 | Selling of Financial Services | 3 cr

Focuses on how financial institutions design and market their services and products through the personal selling function.

Prerequisites: MKT 458.

Offered: Spring.

MKT 469 | Advanced Personal Selling | 3 cr

Examines concepts of strategic account management, customer relationship management, consultative selling, and customer problem diagnosis in a variety of situations.

Prerequisites: MKT 458.

Offered: Spring.

MKT 490 | Special Topics in Marketing | 1-3 cr

Selected topics in marketing. Subject varies; see current course schedule. Prerequisite: Dependent on subject matter.

Offered: Occasionally.

MKT 494 | Internship | 1-3 cr

Encourages students to apply theories learned in Marketing courses to on-the-job learning solutions. Student will work with an employer organization under a direct supervisor with faculty oversight. Grade is based on reported satisfaction of direct supervisor with work deliverables. Credit/no-credit grading basis.

Prerequisites: MKT 350, MKT 354 and MKT 355; and consent of instructor and department chair approval.

Offered: Occasionally.

MKT 499 | Independent Study | 1-3 cr

Designed to provide qualified students with an opportunity to conduct a research project in an appropriate area of marketing under the supervision of a faculty member.

Prerequisites: MKT 350, MKT 354 and MKT 355; and consent of instructor and department chair approval.

Offered: Occasionally.