

Marketing (MKTG)

Courses

MKTG-350. Principles Of Marketing. 3 Hours.

This course provides a comprehensive overview of the marketing process by explaining its role in business and society. Major topics include market segmentation and research, purchasing behavior in consumer and industrial markets, the marketing mix (product, price, distribution and promotion) and the planning and evaluation of the overall marketing effort.

MKTG-351. Consumer Behavior. 3 Hours.

This course examines: the buyer as a problem solver; buying decision processes; sociological and psychological factors affecting buyer behavior; and consumer behavior models. The course shows how consumer behavior concepts are used in the formulation of the firm's marketing strategy.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-352. Integrated Marketing Communication. 3 Hours.

This course provides an overview of the planning, execution, and evaluation of integrated marketing communication programs. Topics covered include creative and media strategies, budgeting, evaluation, and the roles of individual components of the communications mix, such as advertising, sales promotion, internet and interactive media, and direct marketing. Prereq.: MKTG-350.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-353. Marketing Research. 3 Hours.

An investigation of the research necessary for the formulation of marketing policies. Topics include research design; sampling; and statistical analysis.

Prerequisite: MKTG-350 with a minimum grade of C and MNGT-368 with a minimum grade of C.

MKTG-354. Personal Selling. 3 Hours.

Introduction to the rationale and methods for effective person-to-person communications in the marketing of products, services and ideas. Application of the marketing concept of the personal selling process and development of customer relationships. Course makes use of in-class presentations and role-playing.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-355. Digital Marketing. 3 Hours.

This course provides an introduction to digital marketing. This course examines the integration of Internet, digital media, and interactive technologies in marketing strategy to leverage the impact of marketing mix. Current digital marketing driven applications for customer acquisition, retention, and management in e-business will be examined. Prereq.: MKTG-350 or consent of instructor.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-356. Retail Management. 3 Hours.

The various marketing activities involved in managing the retail enterprise are examined individually and as a part of the overall retail system. Emphasis is placed upon technological changes and upon factors determining store location, merchandise management, organization purchasing and competition in the retail environment.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-357. Sales Management. 3 Hours.

This course exposes students to the roles of professional sales people in the marketing system. It focuses on the development of essential selling skills and the management of sales people.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-358. International Marketing. 3 Hours.

This course examines the special problems of marketing in an international setting. Reasons for international expansion, both historically and in the present, are discussed. The cultural, political and legal environments for international marketing are examined. Problems of product, promotion, price, physical distribution, and organization on an international scale are also examined.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-359. Marketing Management. 3 Hours.

A capstone course designed to stress the managerial aspects of marketing. Consideration of product, pricing, distribution, promotion and organization design are related through student projects to the development of the firm's marketing strategy.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-360. Marketing Channels. 3 Hours.

This course is designed to prepare future managers to successfully handle the interrelationships among manufacturers, wholesalers, retailers and consumers. Topics covered include analysis of marketing channel structures, development of channel strategy and management of marketing channels. The course will emphasize how to plan, organize and control the economic, political and social relationships among institutions and agencies to make certain that products and service are available for use or consumption by industrial, commercial and household consumers.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-361. Social Media Marketing. 3 Hours.

This course provides an overview of the core strategies used by companies to leverage the marketing power of social media. Through integration of concepts from marketing, communications, sociology, and web analytics, students will learn how to develop a social media plan and implement a persuasive social media campaign. Students will learn a variety of techniques and strategies for monitoring user behavior on social media platforms, with an emphasis on applying the analytical concepts and tools of marketing for business decisions.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-362. Mobile Marketing. 3 Hours.

This course provides an overview of the core strategies used by companies to leverage the marketing power of mobile devices. Through integration of concepts from marketing, psychology, communications, and sociology, students will learn how to develop a mobile marketing plan and implement a persuasive mobile marketing campaign. Students will learn a variety of techniques and strategies for monitoring user behavior on mobile devices, with an emphasis on applying the analytical concepts and tools of mobile marketing.

Prerequisite: MKTG-350 with a minimum grade of C.

MKTG-382. Internship In Marketing. 3 Hours.

MKTG-383. Internship In Marketing. 4 Hours.

MKTG-384. Internship In Marketing. 5 Hours.

MKTG-385. Internship In Marketing. 6 Hours.

MKTG-389. Independent Study In Marketing. 3 Hours.

MKTG-390. Independent Study In Marketing. 2 Hours.

MKTG-391. Independent Study In Marketing. 1 Hour.

MKTG-402. Marketing Management. 3 Hours.

This course focuses on the techniques of management as applied to the functional areas of marketing.

MKTG-451. Consumer Behavior And Marketing Action. 3 Hours.

This course focuses on analyzing demand, identifying market segments and predicting customer response to alternative marketing strategies using concepts from the behavioral sciences.

Prerequisite: MKTG-402 with a minimum grade of C or MKTG-450 with a minimum grade of C.

MKTG-453. Marketing Research - Techniques And Applications. 3 Hours.

This course explores different approaches to planning, collecting, analyzing and communicating information from the marketplace, including techniques and applications for specific marketing areas.

Prerequisite: (MKTG-402 with a minimum grade of C or MKTG-450 with a minimum grade of C) and MNGT-368 with a minimum grade of C.

MKTG-454. Digital Marketing Strategy. 3 Hours.

This course introduces students to strategy and tactics in digital marketing in the context of a company's overall marketing strategy. Topics covered include an overview of existing and emerging digital trends, consumer experience in the cross-channel context, digital branding and positioning, and best practices in digital marketing strategy.

Prerequisite: MKTG-402 with a minimum grade of C.

MKTG-456. Channel Distribution And Retailing. 3 Hours.

This course provides for the study of retailing as an integral part of the economic system and examines retailing from both the manufacturer's perspective and consumer's perspective. It focuses on management and behavioral theories.

Prerequisite: MKTG-402 with a minimum grade of C or MKTG-450 with a minimum grade of C.

MKTG-458. Global Marketing. 3 Hours.

This course focuses on identifying and analyzing worldwide marketing opportunities and generating strategies for overseas marketing, and explores the impact of environmental differences on marketing strategies and customer response.

Prerequisite: MKTG-402 with a minimum grade of C or MKTG-450 with a minimum grade of C.

MKTG-461. Services Marketing Management. 3 Hours.

Perspectives on managing the distinctive aspects of services as opposed to the marketing and buying of physical goods. The course examines ways in which various kinds of services differ from tangible goods and from each other along social and technological dimensions. Topics include services value creation, services marketing strategies, management of service production and quality and means for balancing supply and demand for services.

Prerequisite: MKTG-402 with a minimum grade of C or MKTG-450 with a minimum grade of C.

MKTG-500. Project. 3 Hours.

Approval of major advisor is necessary.

MKTG-501. Thesis. 3 Hours.

Approval of major advisor is necessary.