COURSES FOR MARKETING

Marketing Courses

MKT300 Marketing
Hours 3
A survey course that describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, institutional, institutional, and governmental markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promoting, and distributing goods and services in business and nonprofit contexts. Students are limited to three attempts for this course, excluding withdrawals.
Prerequisite(s): EC 110 or EC 112

MKT313 Consumer Behavior
Hours 3
Analysis of the basic processes underlying buyer behavior. Various factors are examined, including external influences (e.g., culture, reference groups, family) and internal influences (e.g., perceptions, attitudes, personality). Primary emphasis is on final consumers with a secondary emphasis on the external and internal influences affecting organizational buyers.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT321 Retail Management
Hours 3
Analysis of existing generalizations and principles related to the economic and social role of retailing; competitive strategies; efficiency in retailing; and essential concepts for retail management.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT337 Personal Selling
Hours 1-3
Introduction to successful selling practices and principles through presentation, discussion, role playing, and workshops. Includes principles of prospecting, establishing rapport, generating curiosity, being persuasive, creating desire, handling objections, and closing.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260
Prerequisite(s) with concurrency: MKT 300

MKT344 Promotional Management
Hours 3
Intensive investigation underlying ideas, principles, and concepts that may be used to inform consumers of the availability and attributes of products and services. The course includes comprehensive overview of promotional and sales management activities and tactics.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT371 Site Selection Marketing Analysis
Hours 3
This course is designed to introduce students to the study of business and consumer markets from a geographic or a spatial perspective. Geography plays a huge role in marketing, including location decisions for business, marketing strategies and promotion efforts. New data sources that combine marketing and geography are available that help businesses better understand their opportunities and threats. Developers, builders, franchisers, retailers and advertisers hire people with marketing geography skills. The field introduces students to a specialized set of techniques which combine the theories of economic geography with those of strategic and marketing management. Students will learn techniques which will make them much more marketable to businesses and other organizations which make location decisions and/or develop marketing strategies and spatially defined markets.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT376 Services Marketing
Hours 3
To understand the basic concepts and principles surrounding services marketing and management including processes, people, and physical evidence.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT410 Managing Innovation
Hours 3
Systematic examination of product policy and of the major concepts, methods, and strategies involved in decision making in the course of developing new products. Techniques and criteria used to identify and implement new products and services are examined in depth. Consideration is given to issues and strategies involved in the management of mature products.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300
MKT411 Supply Chain Management
Hours 3
Supply chain management encompasses the design and administration of the systems of suppliers and distributors that collectively provide for the exchange of title, physical movement, and storage activities in marketing. The scale and complexity of supply chain relationships are escalating as firms strive to enhance interorganizational effectiveness and efficiency. This course examines the role of manufacturers and intermediaries in channel strategies and the scope, methods, problems, and opportunities of systemic supply chain coordination.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT422 Supply Chain Strategy
Hours 3
Logistics is a system-based concept requiring the effective coordination of the flow of materials and goods from the point of origin to the end user. This course explores the key marketing tasks necessary to achieve an efficient logistics network: transportation, warehousing and materials handling, inventory management, forecasting, information and order processing, and simulation/modeling.
Prerequisite(s): MKT 300 and MKT 411

MKT437 Advanced Selling
Hours 3
The purpose of the course is to enhance communication and selling skills. Focus will be on the account management principles and the processes used to develop account and long term relationships with major accounts. Live selling situations will be used to practice skills.
Prerequisite(s): MKT 337 (Grade of C- or better)

MKT438 Sales Management
Hours 3
This course builds on the basic sales process taught in Personal Selling (MKT 337) by focusing on Account Management and Team Management. Through class discussion and an Account Plan project, students gain an understanding of customer partnerships, business management, and sales team development. The concept that sales managers must both implement and facilitate corporate marketing plans is pervasive through the course.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300
Prerequisite(s) with concurrency: MKT 337 (Grade of C- or better)

MKT439 Sales Strategy
Hours 3
To understand and practice the science of managing customer lifecycles, including account sourcing, analysis, categorization, strategic planning, tactical development and implementation.
Prerequisite(s): MKT 337 (Grade of C- or better)

MKT440 Digital and Social Media Marketing
Hours 3
The course is designed to expose students to the strategies of digital and social media marketing. Topics include an understanding of the role of digital channels including a firm's website, social media channels, and mobile applications. In addition to the function of the channels, the course highlights tactics including search engine marketing, search engine optimization, content marketing, and online reputation management.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT473 Marketing Research
Hours 3
Designed to prepare the student to be an informed, effective user of marketing research. Provides an overview of research techniques available for collecting information to answer specific research questions. Therefore, the orientation of the course is managerial.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT476 Services Management
Hours 3
To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300
Prerequisite(s) with concurrency: MKT 376 (Grade of C- or better)

MKT477 Advanced Services Marketing
Hours 3
To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.
Prerequisite(s): MKT 376 (Grade of C- or better) and MKT 476 (Grade of C- or better)

MKT487 Strategic Marketing
Hours 3
Analysis of marketing problems as they relate to the managerial functions of planning, organizing, and controlling marketing.
Prerequisite(s): MKT 313 (Grade of C- or better)

MKT488 Marketing Field Study
Hours 3
Working with a client firm, students apply (in a practical setting) the skills and knowledge they have acquired and build new skills in project management.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300
MKT489 Managing Customer Data
Hours 3
This course begins by providing an overview of utilizing customer data in the strategic marketing process. Building from a foundation establishing the value associated with customer data, the course will dive into the customer and organizational risks of managing this type of data. Specific focus will be on examining the potential and pitfalls associated with data privacy practices.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT491 Independent Study
Hours 1-3
Students can apply a maximum of 6 hours of MKT 491 toward their degree.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT492 Internship
Hours 1-3
Students are selected through a competitive process for assignments in approved business or public sector organizations. Students can apply a maximum of 3 credits of MKT 492 toward their degree.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT493 Special Topics in Marketing
Hours 3
Courses that offer the faculty a chance to present topics of interest to themselves and to marketing students.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

International Business Administration Courses

IBA250 Context of Global Business
Hours 3
A broad introduction to international business providing students with an overview of the terms and concepts key to a better understanding of the complex business environment across the world’s interrelated economies.
Prerequisite(s): (EC 110 or EC 112) and (EC 111 or EC 113)

IBA350 Introduction to World Business
Hours 3
This course examines the conduct of business across national boundaries and the impact of different cultures on business practices.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

IBA351 Multinational Business Communication
Hours 3
A study of the principles and practices of intercultural business communication, written and personal. The course requires substantial reading. The focus is on making students aware of the sources of common intercultural business communication problems, and on helping them develop strategies to avoid or correct these problems.
Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260
Prerequisite(s) with concurrency: IBA 350 (Grade of C- or better) or IBA 352 (Grade of C- or better)

IBA352 Honors Introduction to World Business

IBA455 Global Marketing
Hours 3
A course in marketing theory and methods as they apply to world markets. Among the topics discussed are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

IBA460 Export/Import Management
Hours 3
This course includes a thorough examination of the export-import management process and highlights its importance in international business strategy.
Prerequisite(s): IBA 350 (Grade of C- or better) or IBA 352 (Grade of C- or better)
IBA492 Internship
Hours 1-3
This course is designed to give students meaningful hands on global business experience (any major) by applying the knowledge and skills learned in course work to on the job assignments and responsibilities at the host organization. That is, this course is a field experience conducted abroad. 2.500 GPA required. Students can apply a maximum of 3 credits of IBA 492 toward their degree.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

IBA497 Special Topics: Independent Study
Hours 3
This course offers faculty a chance to present topics of interest to themselves and to students with interests in international business. Students may apply a maximum of 9 credits of IBA 497 toward their degree.
Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260