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, industrial, 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.

MKT310 Principles of Social Media
Hours 3
A survey of interactive, electronic media and technology that enable organizations to 1) acquire products, services and materials from suppliers, 2) market goods and services to customers, 3) allow members of the organization to communicate with each other, and 4) monitor the external environment. Students develop e-commerce-related skills to design and execute a firm’s marketing efforts, including Web project management, electronic market development and management, Web-enabled selling, and other emerging areas of marketing.
Prerequisite(s): MKT 300

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): 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): MKT 300

MKT334 Impression Management Behavior Lab
Hours 1
The class teaches students how to effectively apply the persuasion and impression management theory so that they can effectively influence individuals and others.
Prerequisite(s): MKT 300
Prerequisite(s) with concurrency: MKT 300

MKT337 Personal Selling
Hours 0-3
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): MKT 300
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): 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 promotional 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): 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): MKT 300

MKT385 Marketing Information Systems
Hours 3
Introduces students to the types of information systems used in marketing as well as develop the basic analytical skills necessary to use the output from such systems. The course has a decision-making focus and will survey the tools available for marketing decision making. Computing proficiency is required for a passing grade in this course.
Prerequisite(s): MATH 112 and MATH 121; or MATH 115 and MATH 125; or MATH 121; or MATH 125; or MATH 126; or MATH 131; and EC 110 and EC 111 and CS 102 and AC 210 and ST 260 or ST 250 and ST 251; and LGS 200

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): MKT 300
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
<th>Description</th>
<th>Prerequisite(s)</th>
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</thead>
<tbody>
<tr>
<td>MKT411</td>
<td>Supply Chain Management</td>
<td>3</td>
<td>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.</td>
<td>MKT 300</td>
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<tr>
<td>MKT422</td>
<td>Supply Chain Strategy</td>
<td>3</td>
<td>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.</td>
<td>MKT 300 and MKT 411</td>
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<tr>
<td>MKT437</td>
<td>Advanced Selling</td>
<td>3</td>
<td>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.</td>
<td>MKT 337</td>
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<tr>
<td>MKT438</td>
<td>Sales Management</td>
<td>3</td>
<td>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.</td>
<td>MKT 300</td>
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<tr>
<td>MKT439</td>
<td>Key Account Management</td>
<td>3</td>
<td>To understand and practice the science of managing customer lifecycles; including account sourcing, analysis, categorization, strategic planning, tactical development and implementation.</td>
<td>MKT 337 Personal Selling</td>
</tr>
<tr>
<td>MKT473</td>
<td>Marketing Research</td>
<td>3</td>
<td>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.</td>
<td>MKT 300</td>
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<tr>
<td>MKT476</td>
<td>Services Management</td>
<td>3</td>
<td>To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.</td>
<td>MKT 300</td>
</tr>
<tr>
<td>MKT477</td>
<td>Advanced Services Marketing</td>
<td>3</td>
<td>To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.</td>
<td>MKT 376, MKT 476</td>
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<tr>
<td>MKT487</td>
<td>Strategic Marketing</td>
<td>3</td>
<td>Analysis of marketing problems as they relate to the managerial functions of planning, organizing, and controlling marketing.</td>
<td>MKT 313</td>
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<tr>
<td>MKT488</td>
<td>Marketing Field Study</td>
<td>3</td>
<td>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.</td>
<td>MKT 300</td>
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<tr>
<td>MKT491</td>
<td>Independent Study</td>
<td>1-3</td>
<td>Students may earn degree credit for only one independent study course (491).</td>
<td>MKT 300</td>
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<td>MKT492</td>
<td>Internship</td>
<td>1-3</td>
<td>Students are selected through a competitive process for assignments in approved business or public sector organizations. The internship is administered through the C&amp;BA Office of Student Services.</td>
<td>MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and CS 102 and LGS 200 and AC 210 or AC 201 and AC 202; and ST 260 or ST 250 and ST 251</td>
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<td>MKT493</td>
<td>Special Topics in Marketing</td>
<td>3</td>
<td>Courses that offer the faculty a chance to present topics of interest to themselves and to marketing students.</td>
<td>MKT 300</td>
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