

# 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.

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 MIS 200 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 MIS 200 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 and MIS 200

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 MIS 200 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 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): (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 MIS 200 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 MIS 200 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 MIS 200 and MKT 300

**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): MKT 300 and 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 MIS 200 and MKT 300

**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)

Prerequisite(s) with concurrency: MKT 473 (Grade of C- or better)

**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**

SP

Hours 1-3

Students can apply a maximum of 6 hours of MKT 491 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 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MKT 300

Special Topics Course

**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 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 MIS 200 and MKT 300

**MKT493 Special Topics in Marketing**

SP

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 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MIS 200 and MKT 300

Special Topics Course