

MARKETING (MKTG)

MKTG 3310. Principles Of Marketing. 3 Hours.

Students are provided general knowledge on the marketing of goods, services, and ideas. They will focus on key marketing concepts and the role of marketing within organizations. Students will learn how marketers deliver value in satisfying customer needs and wants in a dynamic global environment. Students will understand the elements of the marketing mix, market segmentation and targeting, marketing strategies, consumer behavior, marketing research, supply chain management, branding and product development, pricing strategies, professional selling, market planning, and promotion.

Prerequisite: Junior standing.

MKTG 3320. Consumer Behavior. 3 Hours.

A study of consumer decision-making processes in marketing and the factors that influence these processes.

Prerequisite: MKTG 3310.

MKTG 3328. Professional Selling. 3 Hours.

In this course, students will learn the principles of trust-based relationship selling used by businesses offering products or services to other businesses. Included are sales strategies and techniques to build trust, determine customers' needs, address their concerns, and close sales.

Prerequisite: MKTG 3310.

MKTG 3335. Retailing. 3 Hours.

This course includes the evolution of retailing, the scope of retailing, store location, store layout, organization, the customer, buying markets, receiving and marketing merchandise, mark-up, stock control, merchandise plan, fashions, retail credit, accounting, insurance, and sales promotion.

Prerequisite: MKTG 3310.

MKTG 3350. Services Marketing Management. 3 Hours.

This course examines the characteristics of the service domain. The planning, organization, production, and marketing of quality services will be the focus of the course.

Prerequisite: MGMT 3310 and MKTG 3310.

MKTG 3360. Supply Chain Management. 3 Hours.

A study of the marketing channels of distribution and the management of the integrated supply chain for products and services. The course addresses both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics include purchasing, supplier selection/development, inter-organizational information systems, risk management, physical distribution, logistics, warehousing, channel relationships, and inventory management.

Prerequisite: MGMT 3310, MKTG 3310 and BANA 2372.

MKTG 3370. Mkt Comm Promotional Strategy. 3 Hours.

A study of contemporary issues in marketing communications. An examination of how the elements of the promotional mix, with emphasis on advertising, are used to develop effective marketing strategies.

Prerequisite: MKTG 3310.

MKTG 4080. Independent Study. 1-3 Hours.

The student may pursue special studies for which a special course is not organized. The credit in this course varies according to the work performed. Variable Credit (1-3).

Prerequisite: 30 hours in Business and Economics and consent of the instructor.

MKTG 4085. Special Topic. 1-3 Hours.

This course of faculty-led study is designed to provide undergraduate students exposure to new Marketing topics and concepts in a course setting. Variable credit (1-3).

MKTG 4330. Sales Management. 3 Hours.

A study of the selling process and the principles involved in the managing of the selling function. Provides an overview of the field of sales management and the role of the sales manager.

Prerequisite: MKTG 3328.

MKTG 4340. Internat'l Managmnt & Marketng. 3 Hours.

Surveys the economic, cultural and political foundations of international marketing systems, the foreign consumer, product policies, and distributional structures as well as the promotional and marketing research phases of foreign operations.

Prerequisite: Available to business majors only.

MKTG 4350. Marketing Research. 3 Hours.

The study of methods of collecting and analyzing information to be used in determining marketing strategy and making marketing decisions. Available to business majors only.

Prerequisite: MKTG 3310, BANA 3363.

MKTG 4389. Internship. 3 Hours.

This course is course designed to provide the student with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit.

Prerequisite: Department approval and minimum overall and COBA GPA of 2.5.

MKTG 4390. Strategic Marketing Management. 3 Hours.

In this course, students will learn the application of managerial principles in the development and execution of marketing strategy.

Prerequisite: MGMT 3310 & MKTG 3310.