MARKETING (MKTG)

MKTG 3310. Principles Of Marketing. 3 Hours.
Students are provided general knowledge on the marketing of goods, services, and ideas. They focus on key marketing concepts and the role of marketing within organizations. Students learn how marketers deliver value in satisfying customer needs and wants in a dynamic global environment. Students learn to 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: 50 Credit Hours.

MKTG 3320. Consumer Behavior. 3 Hours.
Students study consumer decision-making processes in marketing and the factors that influence these processes.
Prerequisite: MKTG 3310.

MKTG 3328. Professional Selling. 3 Hours.
Students learn the principles of trust-based relationship selling used by businesses offering products or services to other businesses. Topics may include sales strategies and techniques to build trust, determine customers’ needs, address their concerns, and close sales.
Prerequisite: MKTG 3310.

MKTG 3335. Retailing. 3 Hours.
Students study 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.
Students examine the characteristics of the service domain. The planning, organization, production, and marketing of quality services are the focus of the course.
Prerequisite: MKTG 3310.

MKTG 3360. Supply Chain Management. 3 Hours.
Students study the marketing channels of distribution and the management of the integrated supply chain for products and services. Students address both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics may 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 or MATH 1342.

MKTG 3370. Mkt Comm Promotional Strategy. 3 Hours.
Students study the methods of collecting and analyzing information to be used in determining marketing strategy and making marketing decisions. The course is available to business majors only.
Prerequisite: MKTG 3310, BANA 3363.
MKTG 4389. Internship. 3 Hours.
Student are provided 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.
Students learn the application of managerial principles in the development and execution of marketing strategy.
Prerequisite: MKTG 3310.