

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: 42 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. Integrated Marketing Communication and Promotional Strategy. 3 Hours.

Students study 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 to 3). Course Equivalents: MKTG 4380

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 to 3). Course Equivalents: MKTG 4385 .

MKTG 4330. Sales Management. 3 Hours.

Students study the selling process and the principles involved in the managing of the selling function. Students are provided an overview of the field of sales management and the role of the sales manager. Course Equivalents: MKTG 3330

Prerequisite: MKTG 3328.

MKTG 4340. International Marketing. 3 Hours.

Students engage in a survey of 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: MKTG 3310.

MKTG 4350. Marketing Research. 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 4360. Social Media Marketing. 3 Hours.

Students explore social media marketing principles and best practices for using social media for business. Students learn to construct social media marketing strategies that achieve desired business goals and create meaningful relationships with customers, clients, and colleagues. Topics include social media marketing strategy, influencer marketing, employee advocacy, corporate social media policies, social selling, and social media analytics for business.

Prerequisite: MKTG 3310.

MKTG 4389. Internship. 3 Hours.

Students 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.