

MARKETING (MKT)

MKT 300. Principles of Marketing. (3 Credits)

I, II. Prerequisites: School of Business or BBA major; sophomore standing with an overall minimum 2.0 GPA. Overview of strategic processes involved in marketing goods and services to global markets; study of behavioral, organizational, and consumer variables in decision processes; use of the marketing mix and marketing information to affect buyer decisions. Credit will not be awarded to students who have completed MKT 301.

MKT 301. Principles of Marketing (NB). (3 Credits)

A. Prerequisite: sophomore standing with an overall GPA of 2.0. Not for students majoring or minoring in business. Overview of strategic processes involved in marketing goods and services to global markets; study of behavioral, organizational, and consumer variables in decision processes; use of the marketing mix and marketing information to affect buyer decisions. Credit will not be awarded to students who have completed MKT 300.

MKT 306. Services Marketing. (3 Credits)

A. Prerequisite: BUS 305 or MKT 300 or MKT 301 (with a minimum grade of "C" in each prerequisite course). Understanding the customer from the services and non-profit marketing perspectives. Examination of marketing inservice industries with emphasis on the unique aspects of services marketing, the service marketing mix and the implementation of services strategies.

MKT 309. Integrated Marketing Communications. (3 Credits)

(3) A. Prerequisite: MKT 300 or MKT 301 (with a grade of "C" or better in each prerequisite course). A course covering the theories, strategies, and skills of Integrated Marketing Communication, with a special emphasis on applying IMC to the Internet and World Wide Web (WWW).

MKT 310. Professional Selling. (3 Credits)

A. Prerequisite: MKT 300 or MKT 301 (with a minimum grade of "C" in each prerequisite course) Personal selling in marketing; the selling process, stressing the modern, international sales/marketing approach to customer society oriented problem solving.

MKT 315. Logistics. (3 Credits)

A. Prerequisite: MKT 300 (with a minimum grade of "C"). Movement and storage of goods, coordination and control of inventory, customer service, packaging, materials handling, facilities location, flow of information, and transportation.

MKT 349. Applied Learning in Marketing. (0.5-8 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349A. Cooperative Study: Marketing. (0.5-8 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349B. Cooperative Study: Marketing. (0.5-8 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349C. Cooperative Study: Marketing. (0.5-8 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349D. Cooperative Study: Marketing. (0.5-8 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349E. Cooperative Study: Marketing. (0.5-8 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349G. Coop Study in Marketing. (1-3 Credits)

A. Prerequisites: minimum GPA 2.25 and 60 credit hours. Co-op Coordinator approval is required. Approved work experience directly related to academic major and/or career goals. Minimum of 80 hours work required for each credit hour. Three hours may be used as an upper division business elective in the Marketing option. Three hours are required in the Music Marketing option. May be repeated for a total of 16 credit hours.

MKT 349H. Coop Study in Marketing. (1-3 Credits)

MKT 350. Consumer Behavior in Marketing. (3 Credits)

I, II. Prerequisite: MKT 300 or MKT 301 (with a minimum grade of "C" in each prerequisite course). Role of consumer decision-making as it affects the marketing firm; basic concepts of consumer behavior and interrelationships that exist between marketing and the behavioral sciences.

MKT 370. Sports Marketing. (3 Credits)

A. Prerequisite: BUS 305 or MKT 300 or 301. The strategic application of marketing theories and perspectives to the sports industry. Topics include sports franchise promotion, sports identification, consumer loyalty to teams and participation sports, and marketing with the assistance of sports figures.

MKT 380. Seminar in Marketing. (3 Credits)

A. Prerequisite: BUS 305 or MKT 300 or MKT 301. May be retaken under different sub-topics to a cumulative maximum of six hours. Selected topics in contemporary marketing literature.

MKT 400. International Marketing. (3 Credits)

(3) I, II. Prerequisite: MKT 300 (with a minimum grade of "C")
Determination of marketing strategy by United States firms and multinational corporations for serving foreign markets and for adapting to variations in cultural and economic factors affecting foreign marketing efforts.

MKT 401. Digital Marketing. (3 Credits)

A. Prerequisite: MKT 300 or 301 (with a minimum grade of "C" in each prerequisite course). Survey, analysis, and evaluation of current trends and issues in marketing in computer mediated environments, including how the marketing mix is adapted strategically to the Internet and World Wide Web, intranets, and other digital forms of media.

MKT 404. Retailing Management. (3 Credits)

A. Prerequisite: BUS 305 or MKT 300 or 301 (with a minimum grade of "C" in each prerequisite course). Investigation of current problems faced by retailers in store operations, management, retail buying, and inventory control. Outside readings, oral and written case studies, and field trip experiences are required.

MKT 408. Sales Management. (3 Credits)

A. Prerequisite: MKT 300 or MKT 301 (with a minimum grade of "C"). Sales function in modern organizations with emphasis on current management techniques: time management, on-the-job coaching, directing the sales force to sell key accounts, situational analysis, and decision-making.

MKT 420. Marketing of the Arts. (3 Credits)

A. Prerequisite: MKT300 or MKT301. Essentials of marketing and marketing strategies for the arts organizations and individual artists to reach diverse arts audiences.

MKT 431. Strategic Procurement. (3 Credits)

A. Prerequisite: MKT 300 (with a minimum grade of "C"). The purchasing process as it focuses on supply efficiency and effectiveness relating to the fit between purchasing objectives and strategies and organizational objectives and strategies.

MKT 435. Marketing for Entrepreneurs. (3 Credits)

I. Prerequisite MKT 300 or 301 (with a minimum grade of "C" in each prerequisite course). Investigation and understanding of the role marketing plays within the entrepreneurial context. Includes discussion and review of tools and approaches for effective planning, implementation and evaluation of business and marketing strategies and tactics. Topics include: product creation, market research, strategic innovation, opportunity identification, customer communication, branding, and channels of distribution.

MKT 440. Business-to-Business Sales and Marketing. (3 Credits)

A. Prerequisite: BUS 305 or MKT 300 or MKT 301 (with a grade minimum of "C"). An analysis of the sales and marketing structure for business-to-business products. Product lines, channels of distribution, selling, strategy pricing, wholesaling and distribution.

MKT 455. Marketing Research and Analysis. (3 Credits)

I, II. Prerequisites: MKT 300 or MKT 301 and QMB 200 or STA 215 or STA 270 (with a minimum grade of "C" in each prerequisite course). The role of research in marketing decision-making; the research process, with emphasis on collection, analysis, and interpretation of data as applied to solving marketing problems. Students are required to do a research project.

MKT 456. Qualitative Research in Marketing. (3 Credits)

(3) A. Prerequisites: MKT 300 or MKT 301 with a minimum grade of "C"; junior or senior standing. Students will learn to design and actively engage in qualitative research projects, collecting and analyzing qualitative data such as interviews, in a marketing context.

MKT 457. Experimental Design for Marketing. (3 Credits)

(3) I, II. Prerequisite: BUS 305 or MKT 301 and STA 215 or STA 270 (with a minimum grade of "C" in each prerequisite course). Students will learn how to design an experimental study, collect and analyze the data in a marketing context, and interpret and present the analyses.

MKT 460. Marketing Management. (3 Credits)

I, II. Prerequisites: BUS 305 and MKT 401 or MKT 455 or MKT 456 or MKT 457 (with a minimum grade of "C" in each prerequisite course), Marketing Majors with Marketing Option and Senior Standing. The strategic marketing planning process involving analysis of the changing market place; analysis of alternative strategies to meet the needs of target markets; and the profitable execution of the marketing plan.

MKT 470. Advanced Sales. (3 Credits)

Prerequisite: Departmental approval and BUS 305, MKT 300, or MKT 301 (with a minimum grade of "C"). In-depth study and application of aspects of the sales process. Combines classroom knowledge and practical, competitive sales experience. Students invited into this course have demonstrated ability and strong desire to pursue the sales role.

MKT 481. Internship in Marketing. (3,6 Credits)

A. Prerequisites: minimum 2.25 GPA and MKT 300, MGT 300, or BUS 305 (with a minimum grade of "C" in each prerequisite course.) and consent of instructor. Provides student with half-time or full-time relevant work experience in marketing. Written assignments and a project are required. May be taken only once for three (3) or six (6) hours of credit and not concurrently with Cooperative Study.

MKT 490. Special Problems in Marketing:____. (1-4 Credits)

A. Prerequisite: advisor/departmental approval. May be retaken under different sub-topics to a cumulative maximum of six hours. Independent work, special workshop, social topics, or seminars. Student must have the independent study proposal form approved by faculty supervisor and department chair prior to enrollment.

MKT 508. Sales Management. (3 Credits)

A. Formerly MKT 408 Prerequisite: BUS 305 or MKT 300 or MKT 301 (with a minimum grade of "C"). Sales function in modern organizations with emphasis on current management techniques: time management, on-the-job coaching, directing the sales force to sell key accounts, situational analysis, and decision-making. Credit can only be awarded for one of the following: MKT 408, 508, or 708.

MKT 540. Business-to-Business Sales and Marketing. (3 Credits)

A. Formerly MKT 440. Prerequisite: BUS 305 or MKT 300 or MKT 301 (with a grade minimum of "C"). Students to conduct an analysis of the sales and marketing structure for business-to-business products, product lines, channels of distribution, selling, strategy, pricing, wholesaling, and distribution. Credit can only be awarded for one of the following: MKT 440, MKT 550, or MKT 750.

MKT 555. Marketing Research and Analysis. (3 Credits)

I, II. Formerly MKT 455. Prerequisites: MKT 300 or MKT 301 or BUS 305 and QMB 200 or STA 215, or STA 260, or STA 270 (with a minimum grade of "C" in each prerequisite course). The role of research in marketing decision-making; the research process, with emphasis on collection, analysis, and interpretation of data as applied to solving marketing problems. Students are required to do a research project. Credit can only be awarded for one of the following: MKT 455, MKT 555, or MKT 755.

MKT 556. Qualitative Research in Marketing. (3 Credits)

A. Prerequisites: BUS 305, MKT 300 or MKT 301 with a minimum grade of "C"; junior or senior standing. Students will learn to design and actively engage in qualitative research projects, collecting and analyzing qualitative data such as interviews, in a marketing context.

MKT 557. Experimental Design for Marketing. (3 Credits)

I, II. Formerly MKT 457. Prerequisite: BUS 305 or MKT 300, or MKT 301 and STA 215 or STA 260 or STA 270 (with a minimum grade of "C" in each prerequisite course). Students will learn how to design an experimental study, collect and analyze the data in a marketing context, and interpret and present the analyses. Credit can only be awarded for one of the following: MKT 457, MKT 557, or MKT 757.

MKT 570. Advanced Sales & Negotiations. (3 Credits)

Formerly MKT 470. Prerequisites: Must have consent of instructor / Director of Center for Professional Sales, and BUS 305, or MKT 300 or MKT 301 or MKT 310 (with a grade minimum of "C"). Students gain proficiency in sales developing expertise by combining classroom knowledge and practical, competitive sales experience using fundamentals of negotiation. Learn one-on-one coaching, conduct f2f and/or virtual calls and participate in national and/or international sales competitions. Credit can only be awarded for one of the following: MKT 470, MKT 570, or MKT 770.

MKT 590. Special Topics in Sales & Marketing. (3 Credits)

A. Formerly MKT 490. Prerequisite: Must have consent of instructor / Director of Center for Professional Sales. Graduate level assigned independent work, advanced sales, negotiation, CRM and technological special topics, workshops, projects or seminars. Credit can only be awarded for one of the following: MKT 490, MKT 590, or MKT 790.

MKT 708. Sales Management. (3 Credits)

A. Prerequisite: Instructor or MBA director approval. This course covers the sales function in modern organizations emphasizing advanced leadership/ coaching techniques, and time management, on-the-job coaching, directing the sales force to sell key accounts, situational analysis, and decision-making. Credit can only be awarded for one of the following: MKT 408, 508, or 708.

MKT 740. Business-to-Business Sales and Marketing. (3 Credits)

Prerequisite: Instructor or MBA director approval. Students conduct research investigating various aspects of the sales and marketing structure for business-to-business products, product lines, channels of distribution, selling, strategy, pricing, wholesaling, and distribution and provide managerial implications based on the results produced. Credit can only be awarded to one of the following: MKT 440, MKT 540, or MKT 740.

MKT 755. Marketing Research and Analysis. (3 Credits)

I, II. Prerequisites: Instructor or MBA director approval. The role of research in marketing decisions; research process, with emphasis on collection, analysis, and interpretation of data to solve marketing problems. Multi-method research project collecting both qualitative and quantitative data with full analysis required. (Note students are required to pass the project in order to pass the course; project is a requisite, but insufficient condition for receiving a passing grade.) Credit can only be awarded for one of the following: MKT 455, MKT 555, or MKT 755.

MKT 756. Qualitative Marketing in Research. (3 Credits)

Prerequisite: Instructor or MBA director approval. The course covers foundational philosophies and approaches of qualitative inquiry, development of researchable questions, theoretical and conceptual frameworks, methodological approaches, data collection and analysis strategies as well as instrument design, implementation, and writing up research. Credit can only be awarded for one of the following: MKT 456, MKT 556, or MKT 756.

MKT 757. Experimental Design for Marketing. (3 Credits)

Prerequisite: Instructor or MBA director approval. Students will learn how to initiate a research idea, design and conduct experiment(s) to analyze the data, and draw valid recommendations to the decision makers. Credit will not be awarded for both MKT 557 and MKT 757.

MKT 770. Advanced Sales & Negotiations. (3 Credits)

Prerequisite: Instructor or MBA director approval. Students gain advanced, graduate level sales expertise, combining classroom knowledge and practical, competitive sales experience using fundamentals of negotiation. Learn one-on-one coaching, conduct f2f and/or virtual calls and participate in national and/or international sales competitions. Credit can only be awarded to one of the following: MKT 470, MKT 570, or MKT 770.

MKT 790. Special Topics in Sales & Marketing. (3 Credits)

Prerequisite: Instructor or MBA director approval. Graduate level assigned independent work, advanced sales, negotiation, CRM and technological special topics, workshops, projects or seminars. Credit can only be awarded for one of the following: MKT 490, MKT 590, or MKT 790.

MKT 851. E-Commerce Marketing Strat. (3 Credits)

A. Prerequisite: MKT 850 or equivalent. Study of marketing strategies as created for and implemented on the Internet's World Wide Web and other computer mediated environments. Evaluation of contribution of marketing to development of e-commerce and evolution of offline marketing systems.

MKT 852. Marketing Research & Analysis. (3 Credits)

A. Prerequisite: Admission into the MBA program and successful completion of any required prerequisite MBA foundation courses or departmental approval. The role of research in marketing decision-making: the research process, with emphasis on collection, analysis, interpretation, and management of data as applied to solving marketing problems. Students are required to do a research project.

MKT 854. Global Marketing Strategies. (3 Credits)

A. Prerequisite: MKT 850. Examination of marketing management within the international environment, with particular emphasis on the analysis of cases which illustrate international and global marketing decisionmaking.

MKT 880. Contemp Issues in Marketing. (3 Credits)

A. Prerequisites: MKT 850 and advisor/departmental approval. May be retaken under different subtopics to a cumulative maximum of six hours. Selected topics in contemporary marketing issues.

MKT 890. Independent Study in Marketing. (1-4 Credits)

A. Prerequisite: advisor/departmental approval. May be retaken under different subtopics to a cumulative maximum of six hours. Student must have the independent study proposal form approved by faculty supervisor and department chair prior to enrollment.