

# MARKETING (MKTG)

---

**MKTG 5311 Marketing Concepts****3 Semester Credit Hours (3 Lecture Hours)**

AN EXAMINATION OF BASIC MARKETING ACTIVITIES INVOLVED IN THE FLOW OF GOODS, SERVICES, AND IDEAS FROM PRODUCER TO CONSUMER OR INDUSTRIAL USER. A MANAGERIAL EMPHASIS DESIGNED FOR STUDENTS WITH LIMITED OR NO ACADEMIC EXPERIENCE IN MARKETING.

**MKTG 5320 Marketing Management****3 Semester Credit Hours (3 Lecture Hours)**

AN ADVANCED STUDY OF CONTEMPORARY MARKETING MANAGEMENT CONCEPTS, TOOLS OF ANALYSIS, AND IMPLEMENTATION OF MARKETING PROGRAMS.

**Prerequisite:** MKTG 5311.

**MKTG 5330 Social Media Marketing****3 Semester Credit Hours (3 Lecture Hours)**

THIS COURSE INTRODUCES STUDENTS TO THE CUTTING EDGE SOCIAL MEDIA TOOLS NECESSARY TO PERFORM EFFECTIVELY AS MARKETING PROFESSIONALS. TOPIC COVERAGE INCLUDES THE UNDERSTANDING OF SOCIAL MEDIA UNIQUE STRUCTURE, EMERGING SEGMENTATION AND POSITIONING PRACTICES, AS WELL AS EVALUATION AND IMPLEMENTATION OF A SOCIAL MEDIA MARKETING STRATEGY.

**MKTG 5335 Marketing in the International Environment****3 Semester Credit Hours (3 Lecture Hours)**

A STUDY OF THE ENVIRONMENT WITHIN WHICH A FIRM OPERATING OUTSIDE THE U.S. CONSIDERS THE POLITICAL, SOCIAL, AND ECONOMIC VARIABLES THAT IMPACT MARKETING DECISIONS.

**Prerequisite:** MKTG 5311.

**MKTG 5360 Research in Marketing****3 Semester Credit Hours (3 Lecture Hours)**

AN OVERVIEW OF THE AREA OF MARKETING RESEARCH. A MANAGERIAL ORIENTATION IS USED STRESSING SUCH TOPICS AS THE INFORMATIONAL NEEDS OF MARKETING MANAGERS, THE APPLICATION OF RESEARCH IN MARKETING MANAGEMENT, DECISION MODELS AND CONCEPTS, AND RESEARCH CONCEPTS AND DATA ANALYSIS METHODOLOGY.

**Prerequisite:** MKTG 5320.

**MKTG 5370 Seminar****1-3 Semester Credit Hours**

SEMINAR IN AN IDENTIFIED TOPIC IN MARKETING. MAY BE REPEATED FOR SIGNIFICANTLY DIFFERENT TOPICS WITH WRITTEN PERMISSION FROM THE DIRECTOR OF MASTER'S PROGRAMS.

**MKTG 5396 Directed individual Research or Readings****1-3 Semester Credit Hours**

CONTACT DIRECTOR OF MASTER'S PROGRAMS.