

MARKETING, MINOR

Program Description

(for Business and Nonbusiness Majors)

This minor is designed to serve students who are interested in supplementing their major with additional basic knowledge and skills in marketing. A minimum of 12 hours must be taken at Texas A&M University-Corpus Christi. For additional information, contact the academic advisor in the College of Business.

Program Requirements

Code	Title	Hours
Required Courses		
MKTG 3310	Principles of Marketing ¹	3
MKTG 3315	Advertising and Promotional Strategy	3
MKTG 3330	Consumer Behavior	3
Electives		
Select 9 hours from the following: ¹		9
MKTG 3311	Professional Selling: Concepts and Practices	
MKTG 3320	Basic Advertising	
MKTG 3340	Retail Management	
MKTG 3345	Sales Management	
MKTG 4310	Distribution Systems in Marketing	
MKTG 4320	Marketing Research and Analytics	
MKTG 4340	International Marketing	
MKTG 4350	Marketing Strategy	
MKTG 4360	Social Media Marketing	
Total Hours		18

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Since MKTG 3310 Principles of Marketing (3 sch) is required for business majors as part of the business core, business majors will take an additional 3 hour course from the electives for the minor in marketing.

Courses

MKTG 3310 Principles of Marketing 3 Semester Credit Hours (3 Lecture Hours)

The initial course in Marketing. Description and analysis of the flow of goods, services and ideas to consumers and industrial users. Factors outside the firm are also considered as they affect marketing decisions.
Prerequisite: BUSI 0011.

MKTG 3311 Professional Selling: Concepts and Practices 3 Semester Credit Hours (3 Lecture Hours)

An introduction to professional selling as a marketing tool. Emphasis is placed on the theory and application of the professional selling process.

MKTG 3315 Advertising and Promotional Strategy 3 Semester Credit Hours (3 Lecture Hours)

The student will learn about the development and implementation of a coordinated and integrated advertising and promotions strategy. Emphasis is placed on the interrelationships among advertising, sales management, and sales promotion activities.

Prerequisite: MKTG 3310.

MKTG 3320 Basic Advertising 3 Semester Credit Hours (3 Lecture Hours)

Advertising concepts and a critical analysis of commercial advertising practices. Students apply advertising concepts in projects such as case studies, campaign evaluations, and simulation exercises.

MKTG 3325 Entrepreneurial Marketing 3 Semester Credit Hours (3 Lecture Hours)

Entrepreneurial marketing provides entrepreneurs and small business owners with the knowledge needed to successfully perform marketing activities (primarily promotion) on a very low budget. Students will learn the utilization of techniques and the analysis of market characteristics that impact the small entrepreneurial organization, its products and services. Additionally, students will learn how to develop specific yet flexible marketing plans and activities, and the effective management of practices, finances, and obligations associated with the marketing of smaller entrepreneurial firms. Factors inside and outside the firm are researched and analyzed as they affect successful small business marketing decisions.

MKTG 3330 Consumer Behavior 3 Semester Credit Hours (3 Lecture Hours)

An examination of the psychological and social influences that affect consumer decision making. Emphasizes the development of marketing programs designed with behavioral considerations in mind.

Prerequisite: MKTG 3310.

MKTG 3333 Digital Marketing 3 Semester Credit Hours (3 Lecture Hours)

This course introduces students to the theories, strategies, tools, and techniques of effective online marketing. The course emphasizes the essential concepts, methods, technologies, and decision making criteria for business-to-business and business-to-consumer Internet marketing. The broad concepts of ethics, social responsibilities, sustainability, and globalization are integrated through the course. Topics include online marketing research, business intelligence, Web site design, and Internet marketing strategy.

MKTG 3340 Retail Management 3 Semester Credit Hours (3 Lecture Hours)

A managerial approach to retailing. Topics such as trade area evaluation, buying, layout, pricing, cost and expense analysis are considered.

Prerequisite: MKTG 3310.

MKTG 3345 Sales Management 3 Semester Credit Hours (3 Lecture Hours)

An exploration of the problems and practices of sales and sales management. Organizational structure and development of programs to assure a competent and effective sales force are stressed.

Prerequisite: MKTG 3310.

MKTG 4310 Distribution Systems in Marketing 3 Semester Credit Hours (3 Lecture Hours)

An analysis of the development of integrated distribution systems. Topics include retail and wholesale institutions, channel conflict and cooperation, channel control, franchising and emerging developments in distribution channels.

Prerequisite: MKTG 3310.

MKTG 4320 Marketing Research and Analytics 3 Semester Credit Hours (3 Lecture Hours)

The study of research in marketing with emphasis on the collection and interpretation of data and its application to the solution of marketing problems.

Prerequisite: ORMS 3310 and MKTG 3310.

MKTG 4340 International Marketing

3 Semester Credit Hours (3 Lecture Hours)

A study of the economic, social and cultural environment of international marketing. The course focuses on marketing decision making in this environment.

Prerequisite: MKTG 3310.

MKTG 4350 Marketing Strategy

3 Semester Credit Hours (3 Lecture Hours)

The study and application of the strategic marketing planning process to realistic business situations. Topics include: strategies for growth and competitive advantage; market segmentation, targeting and positioning; marketing mix strategies and tactics; customer satisfaction and relationship building; and evaluation and control of marketing strategies. Attention to ethical considerations in marketing and a triple bottom line (TBL) evaluation of marketing outcomes.

Prerequisite: MKTG 3310.

MKTG 4360 Social Media Marketing

3 Semester Credit Hours (3 Lecture Hours)

A comprehensive study of Social Marketing strategy and implementation. The course explores the tools, techniques, and strategic logic used in the development and implementation of social media marketing strategy. The course also describes and defines the logic models used for specific plans and programs that affect and are affected by the technology and competitive environments.

Prerequisite: MKTG 3310.

MKTG 4390 Special Topics in Marketing

1-3 Semester Credit Hours (3 Lecture Hours)

Selected topics for special study related to marketing functions, processes, or issues. May be repeated for credit when topics vary.

MKTG 4396 Directed Individual Study

1-3 Semester Credit Hours

Individual supervised study and a final report.

MKTG 4398 Internship in Marketing

3 Semester Credit Hours

Supervised full-time or part-time, off-campus training in business or government organization. Oral and written reports required.