MARKETING (MKTG)

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 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 strategies, tools, and techniques of effective digital marketing. The course emphasizes the stages of the digital customer journey, web design, web analytics and metrics, content marketing, search engine optimization, digital advertising, online video marketing, mobile marketing, and digital strategy. The course includes hands-on experience using software tools to design digital content to promote brands and build relationships with customers. The course may also include coverage of specialized digital techniques and emerging digital marketing tools. Junior status or permission of the instructor.

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.