

# 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**

### **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. Junior standing or above.

## **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 Buyer 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 Fundamentals**

### **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 (SEO), digital advertising, online video marketing, mobile marketing, and digital strategy. The course includes hands-on experience using software tools for designing 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 3350 Hospitality, Tourism, & Event Marketing**

### **3 Semester Credit Hours (3 Lecture Hours)**

Application of marketing concepts to hospitality, tourism, and events. Topics include travel and tourism theories, the service environment, buyer behavior, and branding, using an integrative approach to examine marketing strategies as they pertain to these industries. Junior standing or above.

## **MKTG 3360 Social Media Marketing**

### **3 Semester Credit Hours (3 Lecture Hours)**

This course provides students with a panoramic view of the tools, techniques, and strategies available to marketers on social media. The course involves an exploration of the major social media platforms and the marketing opportunities on those platforms. It includes coverage of tools for developing and managing social media marketing campaigns and the use of social media for personal and corporate branding. Senior standing.

**Prerequisite:** MKTG 3310.

## **MKTG 4310 Distribution Channel Strategy**

### **3 Semester Credit Hours (3 Lecture Hours)**

This course examines the importance of distribution channels and the process by which firms make distribution channel decisions. Students explore various channel structures available to firms and analyze issues surrounding the design and use of multichannel and omnichannel strategies. Junior standing or above.

**Prerequisite:** MKTG 3310.

## **MKTG 4320 Marketing Research**

### **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. 6 hours of advanced marketing and Junior standing or above.

**Prerequisite:** BAIS 3311 and MKTG 3310.

## **MKTG 4330 Services Marketing**

### **3 Semester Credit Hours (3 Lecture Hours)**

A comprehensive study of marketing challenges and opportunities that are distinct to service organizations. This course explores the differences in marketing goods versus services, the unique characteristics of both service organizations and service customers, the measurement and management of service quality standards and the implementation of service strategies.

**Prerequisite:** 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 4355 Marketing Analytics**

**3 Semester Credit Hours (3 Lecture Hours)**

The course teaches students how to utilize various analytics tools to transform data into insights that enable evidence-based marketing decisions. Topics include data gathering along with analysis, interpretation, and communication of data about competitors, customers, and the marketing mix.

**Prerequisite:** MKTG 4320.

**MKTG 4380 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. Nine additional hours of upper-division marketing, and Senior standing.

**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.