

MARKETING (MKTG)

MKTG 310. PRINCIPLES OF MARKETING. 4 Credits.

Pre-requisites: ACCT 251, ECON 200 or ECON 201; or junior standing.

An introduction to marketing. The marketing mix: product offering, supply chain management, pricing, promotion, and introduction to buyer behavior.

MKTG 395. PROFESSIONAL INTERNSHIP MARKETING. 1-15 Credits.

MKTG 400. BUYER BEHAVIOR. 4 Credits.

Pre-requisites: MKTG 310.

Study of the buyer decision-making process, both consumer and industrial, for the purpose of planning and implementing successful marketing strategies. Includes an examination of both the internal psychological and external sociological factors influencing the decision-making process, and how these factors relate to strategic marketing decisions such as product development, segmentation, and positioning.

MKTG 411. MARKETING RESEARCH. 4 Credits.

Pre-requisites: MKTG 310 and DSCI 346.

A practical and theoretical approach to understanding and applying the procedures and methods used in collecting and analyzing market information for managerial decision-making. Topics include research design, data collection, sampling, questionnaire design, qualitative research methods, processing and interpreting data, and presentation of findings. An applied approach provides practical application of methods studied.

MKTG 412. MARKETING MANAGEMENT. 4 Credits.

Pre-requisites: MKTG 400 and MKTG 411.

An exploration of key marketing management variables such as buyer behavior, market segmentation and product positioning, product policy, pricing, distribution, promotion and market research in the contexts of strategy development, decision making, implementation and control.

MKTG 413. INTEGRATED MARKETING COMMUNICATIONS. 4 Credits.

Pre-requisites: MKTG 310.

A practical and theoretical approach to understanding communications theory and how advertising, sales promotion, public relations, and direct marketing are designed and used by organizations in communicating with various publics.

MKTG 414. RETAIL MANAGEMENT. 4 Credits.

Pre-requisites: MKTG 310.

A study of the strategies used by retailers as critical members of a supply chain. The relationships among store organization, human resource management, and the retail strategies used by various types of retail outlets are investigated. Merchandising policies (buying, selling, stock control and management), various control strategies, promotion, and public relations activities are also covered.

MKTG 416. SALES FORCE MANAGEMENT. 4 Credits.

Pre-requisites: MKTG 310.

Covers the concepts and theories associated with planning, organizing, evaluating, controlling, and managing a professional sales force.

MKTG 419. BRAND AND PRODUCT MANAGEMENT. 4 Credits.

Pre-requisites: MKTG 310 with a minimum grade \geq C.

Covers concepts including the importance of brands and products to consumers and firms, brand equity and brand positioning, product management over the product life-cycle, the conduct of a brand audit, the design and implementation of branding strategies and the management of brand equity.

MKTG 472. GLOBAL MARKETING MANAGEMENT. 4 Credits.

Cross-listed: IBUS 472.

Pre-requisites: IBUS 470/MGMT 470 or MKTG 310.

A practical approach to understanding the implications to marketing functions that result from competing in a global marketplace. Marketing function differences and similarities are explored across national borders and cultures.

MKTG 495. PROF INTERNSHIP-MKTG. 1-5 Credits.

Notes: graded Pass/Fail.

Pre-requisites: permission of the instructor, department chair, and college dean.
Internship.

MKTG 496. EXPERIMENTAL COURSE. 1-5 Credits.

Experimental course, title and credits vary.

MKTG 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.

Pre-requisites: sophomore standing or instructor permission.

Provides for-credit opportunities for attending workshops and conferences or engaging in short courses and seminars focusing on contemporary Marketing topics.

MKTG 498. SEMINAR. 1-5 Credits.

Examines contemporary topics in marketing.

MKTG 499. DIRECTED STUDY. 1-5 Credits.

Independent study in selected areas of marketing.