DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

Ambassador Crawford College of Business and Entrepreneurship
Department of Marketing and Entrepreneurship
534 Business Administration Building
Kent Campus
330-672-2170
marketing@kent.edu
www.kent.edu/business/marketing

Undergraduate Programs
• Entrepreneurship - B.B.A.
• Managerial Marketing - B.B.A.
• Marketing - B.B.A.

Minors
Undergraduate
• Entrepreneurship for Business Majors
• Entrepreneurship for Non-Business Majors
• Marketing

Certificates
Undergraduate Certificates
• Professional Sales

Department of Marketing and Entrepreneurship Faculty
• Bridges, Eileen (1994), Professor, Ph.D., Northwestern University, 1987
• Daniels, Ellen P. (1981), Associate Lecturer, M.B.A., Baldwin-Wallace College, 1979
• Grimm, Pamela E. (1992), Professor, Ph.D., State University of New York, Buffalo, 1993
• Groening, Christopher (2013), Associate Professor
• Heidler, Mary R. (2011), Associate Lecturer, M.B.A., American University, 1995
• Hisrich, Robert D. (2015), Professor, Ph.D., University of Cincinnati, 1971
• Hsieh, Meng-Hua (2018), Assistant Professor, Ph.D., University of Washington, 2013
• Jewell, Robert D. (2004), Professor, Ph.D., Ohio State University, 1999
• Knapp-Blay, Kelly A. (2016), Lecturer, Bowling Green State University, 1997
• Lee, Denise M. (2009), Associate Lecturer, M.B.A., Ashland University, 2006
• Liu, Kun (2018), Assistant Professor, Ph.D., University of Utah, 2006
• Marks, Lawrence J. (1986), Professor, Ph.D., Penn State University, 1985
• Mayo, Michael A. (1985), Professor, Ph.D., Kent State University, 1984
• Mohammadi Darani, Milad (2019), Assistant Professor, Ph.D., Texas A&M University, Main Camp, 2019
• Stettler, Tatiana R. (2015), Assistant Professor, Ph.D., University of Bern, 2014
• Thacker, Donald (1998), Senior Lecturer, M.B.A., Kent State University-Stark Campus, 1996
• Wang, Tuo (2004), Associate Professor, Ph.D., University of Pittsburgh, 2004
• Wiggins-Lyndall, Jennifer A. (2006), Professor, Ph.D., University of Wisconsin-Madison, 2006
• Zourrig, Haihlem (2016), Associate Professor, Ph.D., University of Montreal, 2010

Entrepreneurship (ENTR)

ENTR 17001 START-UP ENTREPRENEURS 1 Credit Hour
This course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. Throughout the course, those who have transformed a simple idea into a sustainable success share the beliefs and behaviors that helped them build a thriving new entity. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.
Prerequisite: Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17001 towards their degree).
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

ENTR 17002 ENTREPRENEURIAL MINDSET 2 Credit Hours
This course engages students in the study of the fundamental aspects of the entrepreneurial mindset. The course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. The course next guides each student through the process of developing an entrepreneurial mindset. Finally, each student then uses the entrepreneurial mindset to recognize and evaluate opportunities in his or her own life, regardless of the student’s chosen career path. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.
Prerequisite: Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17002 towards their degree).
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours
The study of the entrepreneurial process from conception to birth of a new venture. This includes attributes of successful entrepreneurs, opportunity recognition, innovation, venture screening, risk assessment, risk tolerance, identification of resources and business planning to learn how to turn opportunities into viable business.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
ENTR 27192  BEGINNING PRACTICUM (ELR)  1-4 Credit Hours
(Repeatable for a maximum of 4 credit hours) This course offers the student a chance to explore the operations within an entrepreneurial venture through a real life consulting project. Students will work on a defined project for a small business or startup. Faculty and staff of the Center for Entrepreneurship and Business Innovation (CEBI) will be responsible for pairing students with projects. The time commitment for this course is approximately 50 hours per credit hour.
Prerequisite: ENTR 27056 with a minimum C grade.
Schedule Type: Practical Experience
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 27466  SPEAKER SERIES IN ENTREPRENEURSHIP  1 Credit Hour
Explores entrepreneurship based upon the experiences of a broad range of entrepreneurs. During the semester, at least eight entrepreneurs will share their paths in establishing a successful enterprise, including some of the obstacles and missteps they made along the way. This course is also offered in an online format.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

ENTR 37040  ENTREPRENEURIAL TOOLS  3 Credit Hours
Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as an entrepreneur. Topics include strategic analysis, financial analysis, case analysis, decision-making, and persuasive communications. Incorporates professional development skills and opportunities.
Prerequisite: ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37045  SALES IN THE ENTREPRENEURIAL VENTURE  3 Credit Hours
Selling and the management of the sales force in the entrepreneurial environment. Special focus is given to enhancing students’ selling skills and background in developing an effective sales force for an entrepreneurial organization.
Prerequisite: ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship Minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37056  ENTREPRENEURIAL FINANCE  3 Credit Hours
Students are introduced to the key elements of finances in an entrepreneurial environment. The course is a mix of strategy and operating considerations for early stage businesses. Concepts that are taught include sources of capital, the economic ecosystem, core and adjacency strategies, strategy pivots, customer value creation and switching costs, pricing models, operating costs, cash flow planning, revenue forecasts and financial projections, private and public company analysis, and franchise evaluation. At the end of the course students should be able to think critically about business and make critical strategic evaluations during the course of a business lifecycle.
Prerequisite: ECON 22060 and ENTR 27056; minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37070  SOCIAL ENTREPRENEURSHIP  3 Credit Hours
Social entrepreneurs create innovative solutions to solve challenging social and environmental issues affecting the world around them. In this course, students will learn how to lead and manage charities, non-government organizations, social oriented enterprises and not for profit organizations. Students will apply entrepreneurial business and innovative skills to effectively tackle global issues impacting society.
Prerequisite: ENTR 27056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37075  ENTREPRENEURIAL MARKETING  3 Credit Hours
Application of marketing concepts to entrepreneurial situations. Emphasis is given to market segmentation and analysis, product and service positioning and market-oriented firm development.
Prerequisite: ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 37080  NEW VENTURE CREATION (WIC)  3 Credit Hours
The process of formulating, planning and implementing a new venture. Apply the skills learned in the functional areas toward the goal of starting a business. Exposure to detailed descriptions of "how to" embark on a new venture in a logical manner.
Prerequisite: ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37065 or FIN 36053; minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.000 overall GPA; and Entrepreneurship major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course
ENTR 37192  ADVANCED PRACTICUM (ELR)  1-4 Credit Hours
(Repealtable for a total of 4 credit hours) This course offers the student a chance to explore and apply their organizational leadership, teamwork, communication, critical thinking and problem solving skills in an entrepreneurial setting by providing a real life consulting experience. In this practicum, students will be responsible for defining and managing their projects, working with clients lined up through the faculty member and the Center for Entrepreneurship and Business Innovation. The time commitment for this course is approximately 50 hours per credit hour.
Prerequisite: ENTR 27056 and ENTR 37075; and ENTR 37040 with a minimum C grade; and minimum 2.25 overall GPA; and Entrepreneurship major or minor.
Schedule Type: Practical Experience
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47047  STRATEGIC DILEMMAS IN ENTREPRENEURSHIP  3 Credit Hours
Examines early challenges with strategic consequences faced by the entrepreneur. The topics covered include the timing of entrepreneurial entry, the type of entry (startup vs. franchise vs. acquisition), family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas, exit choices and other dilemmas that have long-term consequences for entrepreneurs, their ventures, as well as for co-founders, employees, investors, and potential acquirers. The course heavily relies on case studies as a primary means of dilemma analysis.
Prerequisite: ENTR 27056 with a minimum C grade; minimum 2.25 overall GPA; and Entrepreneurship major or minor; and junior or senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

ENTR 47048  ENTREPRENEURIAL EXPERIENCE I (ELR)  3 Credit Hours
First of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Students in this course will utilize a plan they developed in New Venture Creation, ENTR 37080, or create a new business plan. Activities may include identifying market needs, researching financial viability of the business venture to meet that need, marshaling the resources to launch a business, and launching the business.
Prerequisite: Minimum C grade in ENG 21011, ENTR 37080, COMM 15000 and MATH 11010; and minimum 2.000 overall GPA; and Entrepreneurship major.
Schedule Type: Laboratory
Contact Hours: 3 lab
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47049  ENTREPRENEURIAL EXPERIENCE II  3 Credit Hours
Second of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Activities include growing the business started during Entrepreneurial Experience I, meeting all operational requirements of the business, evaluating the business, and determining whether to continue the business or shut it down upon completion of the course.
Prerequisite: ENTR 47048; and minimum 2.000 overall GPA; and Entrepreneurship major and minor.
Schedule Type: Laboratory
Contact Hours: 3 lab
Grade Mode: Standard Letter

ENTR 47070  NEW ENTERPRISE FORMATION  3 Credit Hours
This course will develop the student's ability to analyze, plan and implement a new venture. This course is both an experiential and "how to" course. Students will perform research to evaluate the viability of identified business opportunities by understanding the key industry factors, market and competitive factors and customer needs that affect those opportunities. Students will develop personal entrepreneurial capacity in the field or industry in which their business will operate. Students will do a feasibility analysis and develop a business canvas model that will result in a flexible business plan. Entrepreneurship majors will not receive credit for this course.
Prerequisite: Minimum C grade in ENG 21011 and ENTR 37080; and ENTR 27056 and ENTR 37065; and ENTR 37080 with a minimum B grade; and Entrepreneurship major or minor.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

ENTR 47091  SEMINAR IN ENTREPRENEURSHIP  3 Credit Hours
(Repeatable for credit) Current topics in entrepreneurship. Entrepreneurship majors will not receive credit for this course. Not open to Entrepreneurship majors.
Prerequisite: ENTR 27056; and student in the College of Business Administration; and junior or senior standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter
ENTR 47189 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (ELR) 3 Credit Hours
The student will gain firsthand exposure to international businesses and organizations generally relating to business, and specifically relating to entrepreneurship. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.
Prerequisite: ENTR 27056; and Entrepreneurship major or minor; and special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 47195 SPECIAL TOPICS IN ENTREPRENEURSHIP II 1-4 Credit Hours
(Repeatable for credit) Special topics course offered on an irregular basis; different topics and faculty involved each time the course is offered.
Prerequisite: ENTR 27056; and minimum 2.25 overall GPA.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

ENTR 47292 ENTREPRENEURIAL INTERNSHIP (ELR) 3 Credit Hours
Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.
Prerequisite: Minimum 2.250 overall GPA; and Entrepreneurship major; and special approval.
Schedule Type: Practical Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 65051 TECHNOLOGY COMMERCIALIZATION 3 Credit Hours
This course is designed to teach students how to evaluate opportunities for technology commercialization and how to apply the steps required in order take a technological innovation to the marketplace.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

Managerial Marketing (MMTG)

MMTG 35011 MARKETING TOOLS (WIC) 3 Credit Hours
Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as a marketing professional. Topics include strategic analysis, financial analysis, case analysis, marketing decision-making, and persuasive communications.
Prerequisite: Minimum C grade in ENG 21011, COMM 15000, MATH 11010; CIS 24053 or IT 11000; MKTG 25010 or BMRT 21050; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

MMTG 35021 RESEARCH FOR MARKETING DECISIONS 3 Credit Hours
Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.
Pre/corequisite: MGMT 24056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 35024 MARKETING TOOLS LABORATORY 1 Credit Hour
Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.
Prerequisite: ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35025 MARKETING COMMUNICATIONS LABORATORY 1 Credit Hour
This course introduces students to skills relevant to marketing communications. Specifically, students will acquire a set of technical and analytical skills and apply them in a marketing communications context. This course will help prepare students for potential internships and jobs and provide a solid foundation for MMTG 45039 Promotions Management.
Prerequisite: ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter

MMTG 35026 MARKETING RESEARCH LABORATORY 1 Credit Hour
Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Laboratory
Contact Hours: 2 lab
Grade Mode: Standard Letter
MMTG 35030  SALES AND SALES MANAGEMENT  3 Credit Hours
Focuses on the fundamentals of selling and sales management with emphasis on persuasive communication and understanding others' perspectives to reach a “win-win” outcome. Incorporates sales management strategies and the planning and leadership skills of a sales manager. Students will engage in one-on-one role playing and simulated selling scenarios.
Prerequisite: MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45020  COMPETITIVE MARKET ANALYSIS  3 Credit Hours
Focuses on establishing and maintaining a competitive market position through product and pricing strategies driven by industry and competitive analysis. Students will participate in a marketing simulation where they will make marketing decisions and strive to compete effectively.
Prerequisite: MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45023  CUSTOMER ANALYSIS  3 Credit Hours
Focuses on the methods marketers use to analyze and understand their customers. Incorporates market segmentation and targeting, understanding consumer and buyer decision-making, and customer relationship management. Students will complete a segmentation plan for a client firm.
Prerequisite: MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45039  PROMOTION MANAGEMENT  3 Credit Hours
Focuses on the use of promotional tools to communicate marketing strategies to customers. Emphasis on both traditional and contemporary promotional tools, including new technologies in marketing communications. Considers the selection, planning, and implementation of promotional tools. Students will complete a communications plan for a client firm.
Prerequisite: MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45099  INTEGRATED MARKETING STRATEGY (ELR)  3 Credit Hours
Capstone course for managerial marketing majors. Emphasis is on the integration of marketing concepts, methods, and skills from prior coursework to make sound marketing decisions. Students will complete a marketing plan for a client firm.
Prerequisite: MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture, Project or Capstone
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MMTG 45195  SPECIAL TOPICS IN MANAGERIAL MARKETING  1-4 Credit Hours
Special Topics in Managerial Marketing permits the exploration of topics not covered, or are not covered in as much depth, in scheduled courses. Hours of credit depend on scope of project.
Prerequisite: Minimum 2.500 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

Marketing (MKTG)

MKTG 25010  PRINCIPLES OF MARKETING  3 Credit Hours
(Equivalent to BMRT 21050) An overview of the processes, activities and problems associated with the conception, planning and execution of the pricing, promotion and distribution of ideas, goods and services to create exchange values in the market.
Prerequisite: ECON 22060.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Business

MKTG 35030  MARKETING APPLICATIONS  3 Credit Hours
Students learn and apply strategic and financial analysis skills to make real-world marketing decisions. Emphasis on marketing planning and core strategic decisions in marketing, including segmentation, targeting and positioning.
Prerequisite: MKTG 25010 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35035  CONSUMER BEHAVIOR  3 Credit Hours
Focus is on the decision-making processes of the individual consumer and the psychological, sociological, cultural and economic factors that influence those choices. Understanding why consumers behave in the way that they do is the heart of the study of consumer behavior and informs the formulation of marketing strategy. Periodically offered as an online course.
Prerequisite: MKTG 25010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35050  MARKETING RESEARCH  3 Credit Hours
Learn how to first formulate research questions, then design a study to identify customer needs, attitudes, beliefs, and behaviors, utilizing existing and new marketing data, and finally, analyze the data and communicate the results.
Prerequisite: MKTG 25010 and MGMT 24056; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
MKTG 35056 SOCIAL MEDIA MARKETING  3 Credit Hours
Explore the various opportunities and risks that social media marketing holds for firms. During the course students will learn about topics such as social media’s effect on marketing, creating and managing brand presences on social media, creating and marketing a branded viral video and identifying online influencers.
Prerequisite: MKTG 25010; and minimum GPA 2.000; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 35061 MARKETING ANALYTICS  3 Credit Hours
This course presents an overview of the process of conducting marketing analytics in a business organization. Broadly, this process encompasses distilling management questions into its causes and consequences, determining data requirements, assembling a data set amenable to analysis, model selection, analysis, and the communication of analytics insights. Consequently, marketing analytics is discussed as a rich, data-driven process to visualize, predict and improve business outcomes, and how to think about analysis and how to communicate its results are emphasized.
Prerequisite: MGMT 24056; and a managerial marketing major or marketing major or entrepreneurship major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45045 ADVERTISING AND PROMOTION MANAGEMENT  3 Credit Hours
Increases students’ understanding of advertising concepts as well as structure and functions of different "players" within the industry. Integrates marketing and advertising theory with application in advertising decision-making. Periodically offered as an online course.
Prerequisite: MKTG 25010 or BMRT 21050; Not open to Managerial Marketing majors.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45046 PROFESSIONAL SELLING  3 Credit Hours
Introduces students to effective communication, successful selling and persuasion techniques, building customer relationships, ethics, the buying and selling process, and developing professional sales calls.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and not open to managerial marketing majors.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45047 ADVANCED PROFESSIONAL SELLING  3 Credit Hours
Builds on the foundation established in Personal Selling and Sales Management (MKTG 45046) by applying sales concepts, participating in live sales calls with Business Partner Company Sales Reps, spending highly focused time in role plays with immediate feedback from the instructors, interacting with guest speakers who are experts in sales, and studying advanced sales and persuasion techniques. Experiential course that requires some flexibility with scheduling for the shadow experiences.
Prerequisite: MKTG 45046 or MMTG 35030 or ENTR 37045; and minimum 2.00 overall GPA.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MKTG 45048 COMPETITIVE SALES SKILLS DEVELOPMENT  1 Credit Hour
(Repeatable for credit) Develops competitive sales skills that will transfer to a professional sales career while learning specific skills to compete in regional, national and international collegiate sales competitions. Experiential course that requires some flexibility with scheduling for the sales competitions and coaching sessions.
Prerequisite: Special approval.
Schedule Type: Seminar
Contact Hours: 1 lecture
Grade Mode: Standard Letter

MKTG 45050 INTERNATIONAL MARKETING  3 Credit Hours
Examination of international marketing in terms of global markets and trade. Emphasizes differences among markets caused by geography, politics, economics, culture, commercial policy and trade practices. Periodically offered as an online course.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45082 SERVICES MARKETING  3 Credit Hours
Provides an integrated understanding of what is required to develop and market a successful service to a chosen target market. Positioning of a service product can be achieved through the "4 Ps" tactics originally used for goods marketing in addition to three new Ps" for services, which include design of the delivery process, recruitment and training of people, and developing appropriate physical evidence. Readings, lectures, tests, and experiential activities are used to develop and assess learning.
Prerequisite: MKTG 25010; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45084 MARKETING POLICIES AND STRATEGIES (ELR) (WIC)  3 Credit Hours
Capstone course for marketing majors. Course deals with marketing policies and strategies with emphasis on managerial decision-making case approach.
Prerequisite: MKTG 35030 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major; and senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement, Writing Intensive Course

MKTG 45091 MARKETING SEMINAR  1-4 Credit Hours
(Repeatable for credit) Current topics in marketing. Certain sections of this variable topic seminar may require instructor special approval or have further prerequisites. See current schedule of classes.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and minimum 2.500 overall GPA.
Schedule Type: Seminar
Contact Hours: 1-4 other
Grade Mode: Standard Letter
<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credit Hours</th>
<th>Grade Mode</th>
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<tr>
<td>MKTG 45095</td>
<td>SPECIAL TOPICS IN MARKETING</td>
<td>1-4</td>
<td>Standard Letter</td>
<td>Minimum 2.500 overall GPA; and special approval.</td>
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<td>(Repeatable for credit) Special Topics in Marketing permits the exploration of topics that are not covered, or not covered in as much depth, in scheduled courses. Credit hours depend on the scope of the project.</td>
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<td>MKTG 45096</td>
<td>INDIVIDUAL INVESTIGATION IN MARKETING</td>
<td>1-3</td>
<td>Standard Letter</td>
<td>Special approval.</td>
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<td>(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior marketing major.</td>
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<td>MKTG 45189</td>
<td>INTERNATIONAL EXPERIENCE IN MARKETING (ELR)</td>
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<td>Standard Letter</td>
<td>MKTG 25010; and special approval.</td>
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<td>The student will gain firsthand exposure to international businesses and organizations generally relating to business and specifically relating to marketing. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.</td>
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<tr>
<td>MKTG 45192</td>
<td>SALES INTERNSHIP (ELR)</td>
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<td>MKTG 45046 or MMTG 35030 or ENTR 37045; and special approval.</td>
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<td>Supervised practical experience in sales with a business. An internship application and faculty approval are needed prior to registration for this course.</td>
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<td>MKTG 45292</td>
<td>MARKETING INTERNSHIP (ELR)</td>
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<td>Standard Letter</td>
<td>MKTG 25010 or BMRT 21050 or MKTG 35035; and special approval.</td>
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<td>Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.</td>
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<td>MKTG 65050</td>
<td>MODERN ENTREPRENEURIAL MANAGEMENT</td>
<td>3</td>
<td>Standard Letter</td>
<td>Graduate standing.</td>
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<td>(Slashed with MKTG 75050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies. Credit hours depend on the scope of the project.</td>
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<td>MKTG 65051</td>
<td>MARKETING MANAGEMENT</td>
<td>2</td>
<td>Standard Letter</td>
<td>Graduate standing.</td>
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<td>Analysis of marketing management at a level appropriate to students with limited background in the subject. The course will include lectures, and will integrate a major experiential component (e.g., a marketing simulation, a client-based project, etc.). Services, global marketing, and legal and ethical issues will be integrated across topic areas.</td>
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<td>MKTG 65053</td>
<td>PROMOTION MANAGEMENT</td>
<td>3</td>
<td>Standard Letter</td>
<td>MKTG 65051; and graduate standing.</td>
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<tr>
<td></td>
<td>(Slashed with MKTG 75053) All elements of the promotional mix (advertising, sales, promotion, publicity, personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm’s marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.</td>
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<tr>
<td>MKTG 65054</td>
<td>INTERNATIONAL MARKETING</td>
<td>3</td>
<td>Standard Letter</td>
<td>MKTG 65051; and graduate standing.</td>
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<td></td>
<td>Course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.</td>
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<tr>
<td>MKTG 65057</td>
<td>MARKETING RESEARCH</td>
<td>3</td>
<td>Standard Letter</td>
<td>MKTG 65051; and graduate standing.</td>
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<td></td>
<td>(Slashed with MKTG 75057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation the research process application of techniques and basis data analysis using SPSS-PC.</td>
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<tr>
<td>MKTG 65060</td>
<td>MARKETING STRATEGY AND PLANNING</td>
<td>3</td>
<td>Standard Letter</td>
<td>MKTG 65051; and graduate standing.</td>
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<td></td>
<td>Focuses on integration of marketing planning into the strategic planning process. Deals mostly with marketing strategy at the level of senior management rather than operations.</td>
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<tr>
<td>MKTG 65064</td>
<td>BUYER BEHAVIOR</td>
<td>3</td>
<td>Standard Letter</td>
<td>MKTG 65051; and graduate standing.</td>
</tr>
<tr>
<td></td>
<td>(Slashed with MKTG 75064) An analysis of the concepts of buyer/ consumer behavior, focusing on the behavioral sciences theories underlying marketing models and their application to marketing strategies.</td>
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</tbody>
</table>

Department of Marketing and Entrepreneurship

Kent State University Catalog 2022-2023
MKTG 65184 INTERNATIONAL BUSINESS  3 Credit Hours  
(Slashed with MKTG 75184) Study of the business firm in a global context. Application of theory and practice of American business administration to international operations of firms.  
Prerequisite: ECON 62021; and graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  
MKTG 75184 INTERNATIONAL BUSINESS  3 Credit Hours  
(Slashed with MKTG 65184) Study of the business firm in a global context. Application of theory and practice of American business administration to international operations of firms.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

MKTG 75050 MODERN ENTREPRENEURIAL MANAGEMENT  3 Credit Hours  
(Slashed with MKTG 65050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies.  
Prerequisite: Doctoral standing; and special approval.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  

MKTG 75051 MARKETING MANAGEMENT  3 Credit Hours  
(Slashed with MKTG 65051) Analysis of marketing management at a level appropriate to students with limited background in the subject. Course encompasses lecture discussion problems and cases.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

MKTG 75053 PROMOTION MANAGEMENT  3 Credit Hours  
(Slashed with MKTG 65053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.  
Prerequisite: MKTG 75051; and doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

MKTG 75057 MARKETING RESEARCH  3 Credit Hours  
(Slashed with MKTG 65057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation, the research process, application of techniques, and basis data analysis using SPSS-PC.  
Prerequisite: MKTG 65051 or 75051; and doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

MKTG 75064 BUYER BEHAVIOR  3 Credit Hours  
(Slashed with MKTG 65064) Analysis of the concepts of buyer/consumer behavior, focusing on the behavioral sciences theories underlying marketing models and their application to marketing strategies.  
Prerequisite: MKTG 75051; and doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

MKTG 75060 MARKETING STRATEGY  3 Credit Hours  
Examines important topics in marketing management and strategy such as brand equity, competition, channel management, market orientation, product innovation, customer satisfaction and their impact on financial outcomes in the areas of business-to-consumer and nosiness-to-business.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

MKTG 85063 ANALYTICAL METHODS IN MARKETING RESEARCH  3 Credit Hours  
Application of multivariant statistical techniques in marketing research.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  

MKTG 85064 BUYER BEHAVIOR  3 Credit Hours  
An analysis of extant and emerging theories, models and concepts of buyer consumer behavior and their development and testing.  
Prerequisite: Doctoral standing.  
Schedule Type: Seminar  
Contact Hours: 3 other  
Grade Mode: Standard Letter  

MKTG 85066 MARKETING THEORY  3 Credit Hours  
The central objective of the course is to develop the doctoral student's background in marketing theory, theory construction and the creation of marketing knowledge.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP  

MKTG 85074 CONSUMER PSYCHOLOGY  3 Credit Hours  
Analysis of extant and emerging theories, models and concepts in Consumer Psychology. The course provides coverage of classic and current research related to cognitive and affective processing and their impact on marketing-related outcomes.  
Prerequisite: Doctoral standing.  
Schedule Type: Seminar  
Contact Hours: 3 other  
Grade Mode: Standard Letter
**Managerial Marketing (MMTG)**

**MMTG 35011**  **MARKETING TOOLS (WIC)  3 Credit Hours**
Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as a marketing professional. Topics include strategic analysis, financial analysis, case analysis, marketing decision-making, and persuasive communications.

**Prerequisite:** Minimum C grade in ENG 21011, COMM 15000, MATH 11010; CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**MMTG 35021**  **RESEARCH FOR MARKETING DECISIONS  3 Credit Hours**
Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Pre/corequisite:** MGMT 24056.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 35024**  **MARKETING TOOLS LABORATORY  1 Credit Hour**
Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.

**Prerequisite:** ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

**MMTG 35025**  **MARKETING COMMUNICATIONS LABORATORY  1 Credit Hour**
This course introduces students to skills relevant to marketing communications. Specifically, students will acquire a set of technical and analytical skills and apply them in a marketing communications context. This course will help prepare students for potential internships and jobs and provide a solid foundation for MMTG 45039 Promotions Management.

**Prerequisite:** ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

**MMTG 35026**  **MARKETING RESEARCH LABORATORY  1 Credit Hour**
Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

**MMTG 35030**  **SALES AND SALES MANAGEMENT  3 Credit Hours**
Focuses on the fundamentals of selling and sales management with emphasis on persuasive communication and understanding others’ perspectives to reach a “win-win” outcome. Incorporates sales management strategies and the planning and leadership skills of a sales manager. Students will engage in one-on-one role playing and simulated selling scenarios.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45020**  **COMPETITIVE MARKET ANALYSIS  3 Credit Hours**
Focuses on establishing and maintaining a competitive market position through product and pricing strategies driven by industry and competitive analysis. Students will participate in a marketing simulation where they will make marketing decisions and strive to compete effectively.

**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45023**  **CUSTOMER ANALYSIS  3 Credit Hours**
Focuses on the methods marketers use to analyze and understand their customers. Incorporates market segmentation and targeting, understanding consumer and buyer decision-making, and customer relationship management. Students will complete a segmentation plan for a client firm.

**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter
MMTG 45039  PROMOTION MANAGEMENT  3 Credit Hours
Focuses on the use of promotional tools to communicate marketing strategies to customers. Emphasis on both traditional and contemporary promotional tools, including new technologies in marketing communications. Considers the selection, planning, and implementation of promotional tools. Students will complete a communications plan for a client firm.
Prerequisite: MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45099  INTEGRATED MARKETING STRATEGY (ELR)  3 Credit Hours
Capstone course for managerial marketing majors. Emphasis is on the integration of marketing concepts, methods, and skills from prior coursework to make sound marketing decisions. Students will complete a marketing plan for a client firm.
Prerequisite: MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.
Schedule Type: Lecture, Project or Capstone
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MMTG 45195  SPECIAL TOPICS IN MANAGERIAL MARKETING  1-4 Credit Hours
Special Topics in Managerial Marketing permits the exploration of topics not covered, or are not covered in as much depth, in scheduled courses. Hours of credit depend on scope of project.
Prerequisite: Minimum 2.500 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter