DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

College of Business Administration
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
- Doctoral Marketing
- Entrepreneurship for Business Majors
- Entrepreneurship for Non-Business Majors
- Marketing

Certificates

Undergraduate Certificates
- Professional Sales

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

Department of Marketing and Entrepreneurship Faculty
- Bridges, Eileen (1994), Professor, Ph.D., Northwestern University, 1987
- Daniels, Ellen P. (1981), Associate Lecturer, M.B.A., Kent State University, 1986
- Easterling, Denise M. (2009), Lecturer, M.B.A., Ashland University, 2006
- Grimm, Pamela E. (1992), Professor, Ph.D., State University of New York-Buffalo, 1993
- Groening, Christopher (2013), Assistant Professor
- Heidler, Mary R. (2011), Associate Lecturer, M.B.A., American University, 1995
- Hisrich, Robert D. (2015), Professor, Ph.D., University of Cincinnati, 1971
- Howell, William P. (1986), Associate Professor, Ph.D., Kent State University, 1996
- Hsiieh, Meng-Hua, Assistant Professor
- Jewell, Robert D. (2004), Professor and Department Chair, Ph.D., Ohio 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
- Marks, Lawrence J. (1986), Professor
- Mayo, Michael A. (1986), Professor
- Sokira, Walter J. (2003), Lecturer, M.B.A., Kent State University, 1991

- Stettler, Tatiana R. (2015), Assistant Professor, Ph.D., University of Bern, 2014
- Thacker, Donald (1998), Senior Lecturer, M.B.A., Kent State University, 1996
- Wang, Tuo (2004), Associate Professor, Ph.D., University of Pittsburgh, 2004
- Wiggins-Johnson, Jennifer A. (2006), Associate Professor, Ph.D., University of Wisconsin-Madison, 2006
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<th>Course Code</th>
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<td>ENTR 27192</td>
<td>BEGINNING PRACTICUM (ELR)</td>
<td>1-4</td>
<td>Standard Letter</td>
<td>Practicum or Internship</td>
<td>ENTR 27056 with a minimum C grade.</td>
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<td>ENTR 27466</td>
<td>SPEAKER SERIES IN ENTREPRENEURSHIP</td>
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<td>ENTR 27056</td>
<td>ENTREPRENEURIAL TOOLS</td>
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<td>ENTR 37065; ENG 21011, COMM 15000</td>
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<td>ENTR 37060</td>
<td>ENTREPRENEURIAL MARKETING</td>
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<td>ENTR 37065</td>
<td>ENTREPRENEURIAL FINANCE</td>
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<td>ENTR 37070</td>
<td>SOCIAL ENTREPRENEURSHIP</td>
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<td>ENTR 37075</td>
<td>ENTREPRENEURIAL FINANCE</td>
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<td>ENTR 37080</td>
<td>NEW VENTURE CREATION (WIC)</td>
<td>3</td>
<td>Lecture</td>
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**Course Descriptions**

- **Entrepreneurial Finance (3 Credits)**
  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 2.25 overall GPA; and Entrepreneurship major or minor.

- **Social Entrepreneurship (3 Credits)**
  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.

- **New Venture Creation (WIC) (3 Credits)**
  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 2.25 overall GPA; and Entrepreneurship major or minor.

**Attributes**

- Writing Intensive Course
ENTR 37192 ADVANCED PRACTICUM (ELR) 1-4 Credit Hours
(Repeatable 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: Practicum or Internship
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

ENTR 37195 SPECIAL TOPICS IN ENTREPRENEURSHIP I 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 45096 INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP 1-3 Credit Hours
(Repeatable for credit) Independent investigation of appropriate problem
undertaken by a senior entrepreneurship major.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter

ENTR 47045 ENTREPRENEURIAL LEADERSHIP 3 Credit Hours
Application of business start-up and leadership concepts to
entrepreneurial situations. Emphasis is given to mentoring and coaching
students in ENTR 27065 or ENTR 27075.
Prerequisite: ENTR 47049 with a minimum B grade; and Entrepreneurship
major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

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 2.250 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 2.250 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 37040; and
ENTR 27056 and ENTR 37065; and minimum 2.250 overall GPA; and non-
Entrepreneurship majors only.
Schedule Type: Lecture
Contact Hours: 3 lecture
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
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<td>ENTR 47195</td>
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<td>ENTR 65051</td>
<td>TECHNOLOGY COMMERCIALIZATION</td>
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<td>MMTG 35011</td>
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<td>MMTG 35025</td>
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Managerial Marketing (MMTG)

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**Prerequisites and Requirements**

- ENTR 27056: and Entrepreneurship major or minor; and special approval.
- Contact Hours: 9 other
- Grade Mode: Standard Letter

**Schedule Type:** Field Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**Schedule Type:** Practicum or Internship

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course
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 2.500 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 2.500 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 2.500 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 45023; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45040  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 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
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 2.500 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
Focus is on the collection and analysis of new marketing data, both for exploratory and for decision-making purposes. Students work individually and in teams developing and communicating responses to managerial questions.
Prerequisite: MKTG 25010 and MGMT 24056; and minimum 2.500 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, identifying online influencers, analyzing.
Prerequisite: MKTG 25010; and minimum GPA 2.500; 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: MIS 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. Not open to Managerial Marketing (MMTG) majors.
Prerequisite: MKTG 25010 or BMRT 21050.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45046  PERSONAL 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 45030 or ENTR 37045; and minimum 2.500 overall GPA.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

MKTG 45060  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 2.500 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 2.500 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

MKTG 45095  SPECIAL TOPICS IN MARKETING  1-4 Credit Hours
(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.
Prerequisite: Minimum 2.500 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

MKTG 45096  INDIVIDUAL INVESTIGATION IN MARKETING  1-3 Credit Hours
(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior marketing major.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-6 other
Grade Mode: Standard Letter
MKTG 45187  INTERNATIONAL EXPERIENCE IN MARKETING  3 Credit Hours
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.
Prerequisite: MKTG 25010; and a marketing, managerial marketing, or entrepreneurship major; and special approval.
Schedule Type: Field Experience
Contact Hours: 9 other
Grade Mode: Standard Letter

MKTG 45192  SALES INTERNSHIP (ELR)  3 Credit Hours
Supervised practical experience in sales with a business. An internship application and faculty approval are needed prior to registration for this course.
Prerequisite: MKTG 45046 or MKTG 45030 or ENTR 37045; and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MKTG 45292  MARKETING INTERNSHIP (ELR)  3 Credit Hours
Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and special approval.
Schedule Type: Individual Investigation, Practicum or Internship
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

MKTG 65050  MODERN ENTREPRENEURIAL MANAGEMENT  3 Credit Hours
(Slashed with MKTG 75050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies.
Prerequisite: Completion of 24 credit hours of Business Administration (BAD) courses and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65051  MARKETING MANAGEMENT  2 Credit Hours
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.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

MKTG 65053  PROMOTION MANAGEMENT  3 Credit Hours
(Slashed with MKTG 75053) All elements of the promotional mix (advertising, sales, promotion, publicity, personal 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 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65054  INTERNATIONAL MARKETING  3 Credit Hours
Course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65057  MARKETING RESEARCH  3 Credit Hours
(p(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.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65060  MARKETING STRATEGY AND PLANNING  3 Credit Hours
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.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 65064  BUYER BEHAVIOR  3 Credit Hours
(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.
Prerequisite: MKTG 65051; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

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
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

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) An 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 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 85054  INTERNATIONAL MARKETING  3 Credit Hours
This course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 85057  RESEARCH DESIGN  3 Credit Hours
Focuses on the construction of a conceptual framework; the design of an experiment sampling plan data collection methods and the application of statistical techniques.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 85060  MARKETING STRATEGY AND PLANNING  3 Credit Hours
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.
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 multivariate 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: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter-IP

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 85091  ADVANCED INTERNATIONAL MARKETING SEMINAR  3 Credit Hours
(Repeatable for credit)Covers the theoretical research development of the field of international marketing.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter-IP
MKTG 85097  SEMINAR IN MARKETING AND ENTREPRENEURSHIP  
3 Credit Hours
(Repeatable for a maximum of 6 credit hours) This course is designed to provide doctoral students with a broad exposure to a current and substantive topic area in either marketing or entrepreneurship. This course will expose students to classic and new ideas, help them critically analyze these ideas, and provide them with the opportunity to relate these ideas to their own research interests.
Prerequisite: Doctoral standing.
Schedule Type: Colloquium
Contact Hours: 3 other
Grade Mode: Standard Letter

MKTG 85098  RESEARCH IN MARKETING  
3 Credit Hours
(Repeatable for credit) Designed to assist students in developing dissertation topics or to provide an opportunity to study material or topic not covered elsewhere in the program.
Prerequisite: Doctoral standing.
Schedule Type: Research
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; MIS 24053 or COMT 11000; and minimum 2.500 overall GPA; and managerial marketing major.
Pre/corequisite: MIS 24056.
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 2.500 overall GPA; and managerial marketing major.
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 MIS 24053 or COMT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.500 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
Extended practice and use of software to enhance marketing communications skills. Emphasizes the use of software to develop and execute specific marketing communications tools. Incorporates traditional and contemporary communications tools with a focus on tools that are typically created in-house by marketers.
Prerequisite: ENG 21011, COMM 15000 and MATH 11010; and MIS 24053 or COMT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.500 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 2.500 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 2.500 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 2.500 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 2.500 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 45023; and minimum 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MMTG 45040   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 2.500 overall GPA; and managerial marketing major.
Schedule Type: Lecture
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