

DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

College of Business Administration

Department of Marketing and Entrepreneurship
534 Business Administration Building
Kent Campus
330-672-2170
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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

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), Associate Professor, Ph.D., State University of New York-Buffalo, 1993
- Groening, Christopher (2013), Assistant Professor
- Heidler, Mary R. (2011), Lecturer, M.B.A., American University, 1995
- Hisrich, Robert D. (2015), Professor, Ph.D., University of Cincinnati, 1971
- Howell, William P. (1986), Assistant Professor, Ph.D., Kent State University, 1996
- Hsieh, 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), Associate Professor
- Mayo, Michael A. (1986), Associate 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
- Zamary, Craig J. (2008), Lecturer, M.B.A., Kent State University, 2012
- Zamudio Michelsen, Cesar A. (2013), Assistant Professor, Ph.D., University of Texas-Dallas, 2013

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: Minimum C (2.000) grade in ENTR 27056.

Schedule Type: Practicum or Internship

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: Minimum C grade in ENTR 27056; Entrepreneurship (ENTR) major or minor; and minimum cumulative 2.25 GPA.

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 cumulative GPA of 2.25; and Entrepreneurship (ENTR) major or minor.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ENTR 37065 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 overall GPA of 2.25; and Entrepreneurship (ENTR) major or 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; minimum cumulative GPA of 2.25; and Entrepreneurship (ENTR) major or 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 GPA of 2.25; and Entrepreneurship (ENTR) 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
 (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 a minimum C (2.000) grade in ENTR 37040; and minimum cumulative GPA of 2.25; and Entrepreneurship (ENTR) 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 cumulative GPA of 2.25.
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 27075 with a grade of B (3.0) or better; and Entrepreneurship (ENTR) 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: Minimum C (2.000) grade in ENTR 27056; minimum cumulative 2.25 GPA; Entrepreneurship (ENTR) 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: entrepreneurship (ENTR) major; and minimum cumulative 2.250 GPA; and minimum C grade in ENG 21011, ENTR 37080, COMM 15000 and MATH 11010.
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 entrepreneurship (ENTR) major and minor; and minimum cumulative 2.25 GPA.
Schedule Type: Laboratory
Contact Hours: 3 lab
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 (ENTR) majors.
Prerequisite: ENTR 27056; student in the College of Business Administration; and Junior or Senior standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

ENTR 47187 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP 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; Entrepreneurship (ENTR) major or minor; and special approval.
Schedule Type: Field Experience
Contact Hours: 9 other
Grade Mode: Standard Letter

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 cumulative GPA of 2.25.
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 cumulative GPA of 2.250; Entrepreneurship (ENTR) major; and special approval.

Schedule Type: Practicum or Internship

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 to 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 (2.00) in ENG 21011, COMM 15000, MATH 11010; MIS 24053 or COMT 11000; MKTG 25010 or BMRT 21050 with minimum C; minimum cumulative 2.500 GPA; and Managerial Marketing (MMTG) 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: Minimum C grade in MMTG 35011; minimum cumulative 2.500 GPA; and Managerial Marketing (MMTG) major.

Pre/corequisite: MIS 24056.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MMTG 35023 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 45030; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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; minimum C grade in either MKTG 25010 or BMRT 21050; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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: Minimum C (2.000) grade in MMTG 35011; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) major.

Schedule Type: Laboratory

Contact Hours: 2 lab

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 45030; and minimum overall GPA of 2.500; and Managerial Marketing (MMTG) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MMTG 45030 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: Minimum C grade in MMTG 35011; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 45030; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 45030; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 cumulative 2.500 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 must be completed with a minimum C (2.000) grade; minimum cumulative GPA of 2.500; and Marketing (MKTG) 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 MIS 24056; minimum cumulative GPA of 2.500; and Marketing (MKTG) major.

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; 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 (MMTG) major or Marketing (MKTG) major or Entrepreneurship (ENTR) 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; not open to Managerial Marketing (MMTG) 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 a minimum overall GPA of 2.500.

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 cumulative GPA of 2.500.

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 (2.000) grade; minimum cumulative 2.500 GPA; Marketing (MKTG) 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 cumulative GPA of 2.500.

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 cumulative 2.500 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; must be a Marketing (MKTG), Managerial Marketing (MMTG), or Entrepreneurship (ENTR) 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 MMTG 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, 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 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

(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 MANAGMENT 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: MKTG 65051 or 75051; MKTG 65184 or 75184; and 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: MKTG 65051 or 75051 and 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 (2.00) in ENG 21011, COMM 15000, MATH 11010; MIS 24053 or COMT 11000; MKTG 25010 or BMRT 21050 with minimum C; minimum cumulative 2.500 GPA; and Managerial Marketing (MMTG) 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: Minimum C grade in MMTG 35011; minimum cumulative 2.500 GPA; and Managerial Marketing (MMTG) major.

Pre/corequisite: MIS 24056.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MMTG 35023 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 45030; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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; minimum C grade in either MKTG 25010 or BMRT 21050; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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: Minimum C (2.000) grade in MMTG 35011; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) major.

Schedule Type: Laboratory

Contact Hours: 2 lab

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 45030; and minimum overall GPA of 2.500; and Managerial Marketing (MMTG) major.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

MMTG 45030 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: Minimum C grade in MMTG 35011; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 45030; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 45030; minimum cumulative GPA of 2.500; and Managerial Marketing (MMTG) 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 cumulative 2.500 GPA and special approval.

Schedule Type: Lecture

Contact Hours: 1-4 lecture

Grade Mode: Standard Letter