

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 2.500 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 2.500 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 2.500 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 CIS 24053 or IT 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