## Marketing (MKTG)

### MKTG 25010 PRINCIPLES OF MARKETING  3 Credit Hours
( Equivalent to BMRT 21050) An overview of the processes, activities and problems associated with the conception, planning and execution of the pricing, promotion and distribution of ideas, goods and services to create exchange values in the market.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

### MKTG 35030 MARKETING APPLICATIONS  3 Credit Hours
Students learn and apply strategic and financial analysis skills to make real-world marketing decisions. Emphasis on marketing planning and core strategic decisions in marketing, including segmentation, targeting and positioning.

**Prerequisite:** MKTG 25010 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 35035 CONSUMER BEHAVIOR  3 Credit Hours
Focus is on the decision-making processes of the individual consumer and the psychological, sociological, cultural and economic factors that influence those choices. Understanding why consumers behave in the way that they do is the heart of the study of consumer behavior and informs the formulation of marketing strategy. Periodically offered as an online course.

**Prerequisite:** MKTG 25010.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 35050 MARKETING RESEARCH  3 Credit Hours
Learn how to formulate research questions, design a study to identify customer needs, attitudes, beliefs and behaviors utilizing existing and new marketing data and analyze the data and communicate the results.

**Prerequisite:** MKTG 25010; and MATH 10041 or BA 24056; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 35056 SOCIAL MEDIA MARKETING  3 Credit Hours
Explore the various opportunities and risks that social media marketing holds for firms. During the course students will learn about topics such as social media’s effect on marketing, creating and managing brand presences on social media, creating and marketing a branded viral video and identifying online influencers.

**Prerequisite:** MKTG 25010; and minimum GPA 2.000; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 35061 MARKETING ANALYTICS  3 Credit Hours
This course presents an overview of the process of conducting marketing analytics in a business organization. Broadly, this process encompasses distilling management questions into its causes and consequences, determining data requirements, assembling a data set amenable to analysis, model selection, analysis, and the communication of analytics insights. Consequently, marketing analytics is discussed as a rich, data-driven process to visualize, predict and improve business outcomes, and how to think about analysis and how to communicate its results are emphasized.

**Prerequisite:** MATH 10041 or BA 24056; and a managerial marketing major or marketing major or entrepreneurship major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 45045 ADVERTISING AND PROMOTION MANAGEMENT  3 Credit Hours
Increases students’ understanding of advertising concepts as well as structure and functions of different "players" within the industry. Integrates marketing and advertising theory with application in advertising decision-making. Periodically offered as an online course.

**Prerequisite:** MKTG 25010 or BMRT 21050; Not open to Managerial Marketing majors.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 45046 PROFESSIONAL SELLING  3 Credit Hours
Introduces students to effective communication, successful selling and persuasion techniques, building customer relationships, ethics, the buying and selling process, and developing professional sales calls.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and not open to managerial marketing majors.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

### MKTG 45047 ADVANCED PROFESSIONAL SELLING  3 Credit Hours
Builds on the foundation established in Personal Selling and Sales Management (MKTG 45046) by applying sales concepts, participating in live sales calls with Business Partner Company Sales Reps, spending highly focused time in role plays with immediate feedback from the instructors, interacting with guest speakers who are experts in sales, and studying advanced sales and persuasion techniques. Experiential course that requires some flexibility with scheduling for the shadow experiences.

**Prerequisite:** MKTG 45046 or MMTG 35030 or ENTR 37045; and minimum 2.000 overall GPA.

**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab

**Contact Hours:** 2 lecture, 2 lab

**Grade Mode:** Standard Letter

### MKTG 45048 COMPETITIVE SALES SKILLS DEVELOPMENT  1 Credit Hour
(Repeatable for credit) Develops competitive sales skills that will transfer to a professional sales career while learning specific skills to compete in regional, national and international collegiate sales competitions. Experiential course that requires some flexibility with scheduling for the sales competitions and coaching sessions.

**Prerequisite:** Special approval.

**Schedule Type:** Seminar

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter
MKTG 45049  SALES FORCE LEADERSHIP  3 Credit Hours
Contemporary sales force management. Emphasis on strategies, sales
management responsibilities, skills and management techniques.
Prerequisite: ENTR 37045 or MKTG 45046 or MMTG 35030.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

MKTG 45051  DIGITAL MARKETING  3 Credit Hours
Understand the important and current applications of digital marketing
tools and concepts. This course will cover concepts including customer
relationship management, user experience, digital advertising and search
engine optimization. We will explore why these are valuable tools and
apply them to real-world examples.
Prerequisite: MKTG 25010; and minimum GPA 2.000; and junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
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 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

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

MKTG 45091  MARKETING SEMINAR  1-4 Credit Hours
(Repeatable for credit)Current topics in marketing. Certain sections of
this variable topic seminar may require instructor special approval or
have further prerequisites. See current schedule of classes.
Prerequisite: MKTG 25010 or BMRT 21050 or MKTG 35035; and minimum 2.000 overall GPA.
Schedule Type: Seminar
Contact Hours: 1-4 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

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. Specific topics may need to request special approval to register
for the course. Special approval may include items such as: minimum
GPA, course prerequisites and instructor approval. The course schedule
will contain the enrollment requirements for a specific special topics
course.
Prerequisite: None.
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 45189  INTERNATIONAL EXPERIENCE IN MARKETING (ELR)  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 special approval.
Schedule Type: International Experience
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

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 35030 or ENTR 37045; and special
approval.
Schedule Type: Practical Experience
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, Practical Experience
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
(Slashed with MKTG 45060) Course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.
Prerequisite: 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 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: Graduate 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 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  3 Credit Hours
Examines important topics in marketing management and strategy such as brand equity, competition, channel management, market orientation, product innovation, customer satisfaction and their impact on financial outcomes in the areas of business-to-consumer and business-to-business.
  **Prerequisite:** Doctoral standing.
  **Schedule Type:** Lecture
  **Contact Hours:** 3 lecture
  **Grade Mode:** Standard Letter

MKTG 85063  ANALYTICAL METHODS IN MARKETING RESEARCH  3 Credit Hours
Application of 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:** Seminar
  **Contact Hours:** 3 other
  **Grade Mode:** Standard Letter

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

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

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