

# MARKETING (MKTG)

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## **MKTG 350 - Principles of Marketing (3 Credits)**

Principles and concepts underlying marketing functions, including the conception, pricing, promotion, and distribution of products and services and the role of marketing in society.

**Prerequisites:** ECON 221/ECON 222, ACCT 225/ACCT 226 for B.A. major sections; ECON 224, ACCT 222 for non-B.A. major sections.

## **MKTG 351 - Consumer Behavior (3 Credits)**

The consumer decision process, with emphasis on consumer decision making, satisfaction/dissatisfaction factors, perception, learning, group influences, and marketing strategy implications.

**Prerequisites:** MKTG 350.

## **MKTG 352 - Principles of Marketing Research (3 Credits)**

Investigates the theory and practice of marketing research with emphasis on the problem-oriented nature of marketing research and how research activities are implemented by marketing researchers and used by managers.

**Prerequisites:** MKTG 350, MGSC 291.

**Graduation with Leadership Distinction:** GLD: Research

## **MKTG 445 - Sales Strategy (3 Credits)**

Understand the fundamentals of the sales process and how to ensure client engagement. Learn follow-up skills that will help you in every walk of life. Learn the fundamentals of effective business communication (voicemail, email, and hand-written).

**Prerequisites:** MKTG 350.

## **MKTG 446 - Sales Automation and Customer Management (3 Credits)**

The context, tools and conceptual understanding of the technology-related and managerial expectations of an entry level sales representative.

**Prerequisites:** MKTG 350.

## **MKTG 447 - Pricing Strategy and Analytics (3 Credits)**

An in-depth understanding of the fundamentals of pricing strategy formulation and implementation.

**Prerequisites:** MKTG 350.

## **MKTG 448 - Data Science for Business Decision-Making (3 Credits)**

The conceptual, applied, and managerial elements of advanced data science methods for business decision-making.

**Prerequisites:** B+ or better in MGSC 291.

## **MKTG 451 - Topics in Marketing (3 Credits)**

Reading and research on selected topics in marketing. Course content varies and will be announced in the schedule of classes by title.

**Prerequisites:** MKTG 350.

**Graduation with Leadership Distinction:** GLD: Research

## **MKTG 453 - Marketing Practicum (3 Credits)**

Students form a working marketing agency and complete a real-world marketing campaign for a client. Working as a team, they apply marketing theory and concepts to a substantively important marketing problem.

**Prerequisites:** MKTG 350, MKTG 351, MKTG 352.

## **MKTG 454 - Business-to-Business Marketing (3 Credits)**

Marketing strategy in marketing to other business and nonprofit organizations, emphasizing relationship building, alliances and partnerships, data interchange, power shifts in the channel and the impact of changing technology.

**Prerequisites:** MKTG 350.

## **MKTG 455 - Marketing Communications and Strategy (3 Credits)**

Integration of advertising, sales promotion, point-of-purchase communications toward the goal of enhancing brand equity.

**Prerequisites:** MKTG 350.

## **MKTG 457 - Personal Selling and Sales Management (3 Credits)**

Examines fundamentals of personal selling and sales management and the development of communication and selling skills that yield desired sales results.

**Prerequisites:** MKTG 350.

## **MKTG 459 - Marketing Channels and Distribution (3 Credits)**

Marketing functions and channel flows used to develop distribution strategies that provide effective, efficient, and reliable delivery of products and services to end-user markets.

**Prerequisites:** MKTG 350.

## **MKTG 460 - Product and Brand Management (3 Credits)**

The primary tasks involved in developing marketing strategies from a product and/or brand management perspective, including product policy, competitive analysis, pricing, brand equity management, marketing information systems management, sales forecasting and monitoring customer satisfaction.

**Prerequisites:** C or better in MKTG 350.

## **MKTG 461 - Retailing Management (3 Credits)**

Studies retail institutions, relationships with other channel members, factors influencing patronage patterns, adapting to change in dynamic environments with emphasis on strategy implications for managers in retail organizations.

**Prerequisites:** MKTG 350.

## **MKTG 465 - Marketing Strategy and Planning (3 Credits)**

Management of marketing organizations and integration of functions, with emphasis on planning and designing strategies and applying tools and techniques for problem solving and decision making. For marketing majors only.

**Prerequisites:** MKTG 350, MKTG 352.

## **MKTG 475 - Consultative Selling with Certification (3 Credits)**

Understand and demonstrate benefit and solution-based sales processes. Create daily discipline to drive sales performance.

**Prerequisites:** C or better in MKTG 350.