

MARKETING (MKTG)

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, and ACCT 226 for Business Administration majors; ECON 224 and ACCT 222 for non-Business Administration majors.

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: C or better in 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).

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.

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 456 - Sales Management (3 Credits)

The Sales Management course is the study of building and leading high-performance sales teams to grow revenue for organizations.

MKTG 457 - Introduction To Sales (3 Credits)

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

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 468 - New Product Development (3 Credits)

The development of new products (products or services) is a cross-functional process inside any organization. This course explores this process and how new product development managers are responsible for leading an organization from identifying marketing opportunities or gaps through product commercialization. This course is focused on how companies take ideas, prioritizes them and ultimately makes them a reality.

Prerequisites: C or better in MKTG 350.

MKTG 470 - Digital Marketing & Social Media Analytics (3 Credits)

This course aims to prepare students to be effective leaders in marketing analytics, especially in the dynamic context of digital platforms and social media.

Prerequisites: C or better in MKTG 350.

MKTG 472 - Business, Markets and Sustainability (3 Credits)

Sustainability (environmental, social, and economic performance) is a top priority for CEOs and is increasingly embedded into business strategy, resulting in changing business models, product strategies and innovation, etc. This course explores the challenges and opportunities facing businesses through a sustainability lens. Through readings, speakers, discussions and critical thinking exercises, students will gain exposure to the key environmental and social issues facing businesses today and how they are reacting. Emphasis will be placed on understanding the tradeoffs between economic, environmental and social performance. Throughout the semester, students will analyze the complex tradeoffs and leverage various frameworks to understand how businesses determine their strategic priorities, measure performance, and communicate that to key stakeholders.

MKTG 475 - Consultative Selling with Certification (3 Credits)

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

MKTG 477 - Social Media Marketing (3 Credits)

An introduction to Marketing on the predominant social media platforms (e.g. Facebook, Instagram, Twitter, etc).

Prerequisites: C or better in MKTG 350.

MKTG 479 - Marketing for Nonprofit Organizations (3 Credits)

Overview of the unique challenges associated with marketing the offerings of a nonprofit organization. Organizing, planning, implementing, and controlling marketing efforts of nonprofit organizations. Focus on fundraising, market research, positioning, and communications.

MKTG 498 - Sales Internship (3 Credits)

Student will participate in a Sales Internship for the duration of the current semester. The scope of the work for the internship must be agreed upon by the student, a representative of the DMBS undergrad advisement office, the professor and the internship coordinator for the company before the semester starts.

Prerequisites: C or better in MKTG 350.

MKTG 499 - Marketing Internship (3 Credits)

Student will participate in a Marketing Internship for the duration of the current semester. The scope of the work for the internship must be agreed upon by the student, a representative of the DMBS undergrad advisement office, the professor and the internship coordinator for the company before the semester starts.

Prerequisites: C or better in MKTG 350.