

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: 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.

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.