

MARKETING (MKT)

MKT 511 Marketing and Management 3 Credit hours

A comprehensive survey of the fundamental principles of management and marketing applicable to all organizations. Provides the student with a basis for analyzing appropriate situations in a management/marketing framework.

Grade Mode: Normal Grading Mode

MKT 580 Special Topics 1-4 Credit hours

Grade Mode: Normal Grading Mode

MKT 581 Special Topics 1-4 Credit hours

Grade Mode: Normal Grading Mode

MKT 600 Marketing Management 3 Credit hours

Grade Mode: Normal Grading Mode

MKT 610 Mkt/Nonprofit Organizations 3 Credit hours

Grade Mode: Normal Grading Mode

MKT 625 Hosp and Tourism Marketing 3 Credit hours

Examination of marketing principles and the unique aspects of services marketing for the purpose of strategic decision making, marketing management and developing marketing plans in the tourism and hospitality industry.

Grade Mode: Normal Grading Mode

MKT 650 Special Topics 1-4 Credit hours

Pre-req: MKT 501.

Grade Mode: Normal Grading Mode

MKT 651 Special Topics 1-3 Credit hours

Grade Mode: Normal Grading Mode

MKT 660 Independent Study 1-4 Credit hours

Pre-req: MKT 682.

Grade Mode: Normal Grading Mode

MKT 681 Thesis 1-6 Credit hours

Grade Mode: Normal Grading Mode

MKT 682 Adv Marketing Management 3 Credit hours

An integrated approach to marketing from a managerial point of view-making use of economic, quantitative, and behavioral concepts in analyzing and developing a framework for the decision-making and implementation of the firm's marketing program.

Pre-req: MKT 511.

Grade Mode: Normal Grading Mode

MKT 683 Adv Marketing Research 3 Credit hours

A study of research methods and procedures used in the marketing process; emphasis will be given to the sources of market data, sampling, preparation of questionnaires, collection and interpretation of data.

Pre-req: MKT 682 and MGT 601.

Grade Mode: Normal Grading Mode

MKT 684 Global Marketing 3 Credit hours

This course provides a decision-oriented approach to global marketing; focus will be placed on market entry strategies, segmentation techniques, and marketing mix decisions in a multi-national environment.

Grade Mode: Normal Grading Mode

MKT 685 Marketing Problems 3 Credit hours

Determination of the marketing mix within the framework of the problem-solving and decision-making process.

Pre-req: MKT 682.

Grade Mode: Normal Grading Mode

MKT 686 IMC for Prof Services 3 Credit hours

The importance and application of integrated marketing communications in marketing professional services are examined. Information is drawn from business and other areas of study and experiential learning activities are incorporated.

Pre-req: MKT 501.

Grade Mode: Normal Grading Mode

MKT 698 Independent Study in Marketing 1-3 Credit hours

Grade Mode: Normal Grading Mode

MKT 749 Research Paper 3 Credit hours

Grade Mode: Normal Grading Mode

MKT 797 THESIS 6 Credit hours

Grade Mode: Normal Grading Mode