

MARKETING (MKT)

 - General Education Course

MKT 231 Principles of Selling **3 Credit hours**

Elements of professional personal selling from prospecting through follow-up designed for individuals preparing for a career in sales/marketing and those desiring skills to influence, persuade, or lead others.

Grade Mode: Normal Grading Mode

MKT 340 MKT Concepts and Applications **3 Credit hours**

Introduction to marketing as the central activity of organizations in creating exchanges with customers. Focuses on strategies related to environmental opportunities and threats using product, price, promotion and distribution tools.

Grade Mode: Normal Grading Mode

MKT 341 Integrated MKT Communications **3 Credit hours**

A managerial analysis of the principles and practices of the promotion mix from the viewpoints of the consumer, the firm, the industry, and the macroenvironment.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 344 Retail Management **3 Credit hours**

Management of retail establishments including successful retail merchandising, stock control, buying, pricing, marketing, advertising, promotion, displaying, credit, and selling of goods and/or services.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 345 Hospitality & Tour Marketing **3 Credit hours**

Acquaint students with the marketing functions within the hospitality and tourism industry to develop effective marketing plans and gain an understanding of hospitality and tourism consumer behavior.

Grade Mode: Normal Grading Mode

MKT 349 Prin Domestic Transport **3 Credit hours**

Introduction to the history, economics, and regulation of U.S. domestic motor, rail, air and pipeline transportation. Particular emphasis is placed upon the significance of transportation to the development of the United States and today's economy.

Grade Mode: Normal Grading Mode

MKT 350 Supply Chain Logistics **3 Credit hours**

A supply chain approach is used to explain activities that create an efficient flow of products from point of origin to point of consumption in order to satisfy customer requirements.

Grade Mode: Normal Grading Mode

MKT 371 International Marketing **3 Credit hours**

A study of marketing across national borders. Emphasis is placed on international environments, methods of entry, and marketing mix development, including the conflict between standardization and adaptation.

Pre-req: MKT 340 with a minimum grade of D.

Attributes: International

Grade Mode: Normal Grading Mode

MKT 375 Business to Business Marketing **3 Credit hours**

Study of marketing products and services to business, institutions and government. Focus on organizational buying, market planning and development of marketing mix. (Prerequisite: MKT 340)

Grade Mode: Normal Grading Mode

MKT 400 Social Media Marketing **3 Credit hours**

Social media as a marketing function: Students will gain the knowledge and skills necessary to engage and service the customer and explore the strategic use of current social media platforms.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 425 Marketing Analytics **3 Credit hours**

Students analyze data to make marketing decisions regarding segmentation and target market selection, product positioning, brand choice, customer relationship management, pricing, customer lifetime value, and other areas.

Pre-req: (MGT 218 with a minimum grade of D or STA 225 with a minimum grade of D or MTH 225 with a minimum grade of D or MGT 318 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D) and MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 430 Digital Marketing **3 Credit hours**

Introduction to Google AdWords, Google Analytics, search engine optimization (SEO), website design, content and email marketing.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 435 Internet Marketing **3 Credit hours**

Introduction to Internet as a sales and marketing tool, web page development, strategic planning for e-commerce, non-Internet functions which support e-commerce, and integration of e-commerce into conventional MKT mix.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 437 Consumer Behavior **3 Credit hours**

Acquaints the student with individual and group behavior as it pertains to consumer activity. Theories and findings in the behavioral sciences, as well as those set forth by the marketing scholars, are examined so as to understand the behavioral patterns of consumers. Cultural, social, and psychological influences are considered, in addition to the traditional economic interpretations. The stress of the course is on incorporating these data into the managing of the marketing effort.

Grade Mode: Normal Grading Mode

MKT 440 Sales Management **3 Credit hours**

An exploration of the duties and activities of sales managers. Topics typically include planning and forecasting as well as organizing, staffing, training, compensating, motivating, and evaluating the sales force. (PR: MKT 340)

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 442 Market Research **3 Credit hours**

Scope and importance of market and distribution research; product, package, brand analysis and social impact; consumer, industrial and institutional surveys, quantitative and qualitative analysis of market data; situation analysis, sampling, tabulation and presentation methods.

Pre-req: MKT 340 with a minimum grade of D and (MGT 218 with a minimum grade of D or MTH 225 with a minimum grade of D or STA 225 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).

Grade Mode: Normal Grading Mode

MKT 445 Services Marketing **3 Credit hours**

Examination of the marketing of services offered by business and non-business organizations with particular emphasis on the unique aspect of the services marketing mix and the implementation of service strategy. (Prerequisite: MKT 340)

Grade Mode: Normal Grading Mode

MKT 465  Strategic Marketing **3 Credit hours**

Capstone integrated study of marketing for decision making. Emphasis on the application of marketing principles and concepts for the purpose of developing, analyzing, and modifying marketing plans and strategy. (PR: MKT 340 and Senior Standing).

Pre-req: MKT 231 with a minimum grade of D and MKT 437 with a minimum grade of D and MKT 442 with a minimum grade of D.

Attributes: Capstone Course

Grade Mode: Normal Grading Mode

MKT 480 Special Topics **1-4 Credit hours**

Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.

Grade Mode: Normal Grading Mode

MKT 485 Independent Study **1-4 Credit hours**

Grade Mode: Normal Grading Mode

MKT 490 Internship **3-12 Credit hours**

A supervised experience in which the student works for a business firm/agency to gain practical experience by completing a defined work program. Student performance is evaluated. This course may not be used as a marketing elective.

Grade Mode: Credit/No Credit Grade Only