

MARKETING (MKT)

MKT 3301 Marketing Concepts (3)

Pre-requisite(s): Junior standing

Cumulative GPA of 2.75 or higher. Not open to BBA students. This course is a foundational marketing course that features a decision-oriented overview of marketing in modern organizations. Students will be exposed to a broad introduction of marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision making.

MKT 3305 Principles of Marketing (3)

Pre-requisite(s): Junior standing; Only open to BBA students

Designed to present a picture of the development and present status of our marketing system, to analyze the marketing task, and to examine the major policies that underlie the various activities of marketing institutions.

MKT 3310 Professional Selling and Communications (3)

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course is organized around the ethical process of making informative and persuasive verbal sales presentations. Topics include approaching and building relationships with customers, handling objections, reaching decisions, and demonstrating value of the product, firm, and salesperson. The development of such skills is useful to all members of an organization who interact with customers, make presentations, or are charged with building value for their firm. Videotaped role playing, professional speakers, and group interactions project the student into the real world of the businessperson and salesperson.

MKT 3320 Advertising Procedures (3)

Cross-listed as JOU 3320

Pre-requisite(s): MKT 3305

A survey of the entire field of advertising stressing knowledge of history, principles, objectives, and the psychological basis of advertising. Research techniques, media selection, campaigns, production methods, and space buying are treated in survey style.

MKT 3325 Consumer Behavior (3)

Co-requisite(s):

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course

An interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resultant purchases of goods and services. The purchaser's psychological, economic, and sociocultural actions and reactions are stressed as they relate to a better understanding of consumption.

MKT 3330 Marketing Research (3)

Pre-requisite(s): MKT 3305 and a minimum grade of C in QBA 2302; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

Systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services. Emphasis is placed on the process of conducting marketing research and the relevant issues at each stage in the process and the role that generated data plays in aiding management decision making. Designing research studies, constructing questionnaires, choosing samples, analyzing research results, preparing reports, and improving the student's overall problem solving skills are stressed.

MKT 3340 Nonprofit Marketing (3)

Pre-requisite(s): Only open to BBA students; BBA students must be admitted to the Business School in order to take this course
Applies marketing concepts to objectives of nonprofit organizations. Special attention is paid to fund raising, promotion, and strategic planning in the arts, education, and social issues.

MKT 3341 Values Based Leadership in Sports (3)

Pre-requisite(s): Minimum grade of C in MKT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course is designed to investigate the myriad of issues and ethical dilemmas facing the sports and fitness industry. Individuals will be challenged to examine personal values as they relate to sport and its application in our society.

MKT 4311 Professional Selling and Communications II (3)

Pre-requisite(s): MKT 3310; only open to Professional Selling majors
ProSales 2 focuses on complex B2B value-creation, building student knowledge and skills for managing longer-term sales cycles. Across industry contexts, students create customer-focused value-propositions, explore multi-person buying centers, leverage social media and research to create new business opportunities, network to understand how value-creation differs across industries, juggle seemingly conflicting priorities, and build critical thinking, creativity, and negotiating skills.

MKT 4315 Retail Store Management (3)

Pre-requisite(s): MKT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course
Considers architecture of the store, layout, buying, pricing, display, sales promotion, stock control, and consumer services in general.

MKT 4320 Marketing Channels (3)

Pre-requisite(s): MKT 3310; only open to Professional Selling majors
This course focuses on the dimensions and management of marketing channels representing the various companies involved in bringing products and services from their point of origin to consumption. Representing the company's routes to market, marketing channels are viewed as an interorganizational system involved in the task of making products and services available for consumption. The main emphasis of this course is on the initial design of such systems, and the on-going management of relationships between system participants. The course is organized around three key modules: understanding the nature of marketing channels, managing channel relationships, and examining major types of channel institutions.

MKT 4321 Advertising Campaigns (3)

Pre-requisite(s): MKT 3320; not open to pre-business students

A managerial approach to promotional campaign development with an emphasis on advertising strategy as a component of the total marketing mix. Students apply research techniques to target audience identification, media planning, and creative execution. A complete campaign will be designed for a specified client.

MKT 4322 Multicultural Marketing in a Global World (3)

Pre-requisite(s): MKT 3305; open only to BBA students; BBA students must be admitted to the Business School in order to take this course
This course will delve into today's marketing profession and its role in a global economy when it comes to reaching diverse consumer segments. Learning experience will combine business cases, theory, historical context, policy implications, and management issues centering on how businesses can effectively reach multicultural markets.

MKT 4324 European Business Seminar (3)

Pre-requisite(s): MKT 3305; BBA students must be admitted to the Business School in order to take this course

This seminar is conducted in Europe where students will participate in lecture/discussion sessions with executives of various multi-national and global corporations. Students will study the impact of the European Union and the European Common Currency (Euro) on world trade. Students will be exposed to marketing practices in several European countries and will gain insight into the cultural, social and political environments of each country visited.

MKT 4325 International Marketing (3)

Cross-listed as INB 4325

Pre-requisite(s): MKT 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course
A study of the international dimensions of American enterprise and the background of the international environment. Includes international trade concepts, cultural dynamics, business customs, multinational markets, development markets, and influence of political, legal, and geographic factors on international marketing.

MKT 4328 Sales Management (3)

Pre-requisite(s): MKT 4311; only open to Professional Selling majors
This course deals with an examination of the common problems confronting the sales manager. Topics include recruiting, selecting, motivating, leadership and supervision, performance evaluation and coaching. Emphasis is placed on ethical leadership throughout the course. Managing students in the ProSales 1 course, a sales management simulation, videotaped role playing and professional speakers activate the learning process.

MKT 4330 Marketing Analysis and Decision Making (3)

Pre-requisite(s): MKT 3305; either FIN 3309 or 3310; and nine hours of additional marketing courses; only open to BBA students
Marketing Analysis is the capstone marketing course for marketing majors. The purpose of the course is to help the student develop his/her ability to use the knowledge and analytical skills gained in other marketing and business courses. Emphasis will be on analysis and decision making utilizing a variety of cases and business situations.

MKT 4331 Key & Global Account Management (3)

Pre-requisite(s): MKT 4311; only open to Professional Selling majors
This course places a strong emphasis on customer-centric sales strategies that leverage compelling value propositions to foster deeper customer and account relationships, ultimately resulting in the optimization of key business metrics (growth, profitability, customer satisfaction). The course empowers students with the knowledge and skills required to navigate the process of driving organizational change within the customer's organization. While exploring the roles and responsibilities of KAMs/GAMs, students gain insights from experienced KAM/GAM professionals and engage in immersive learning experiences tied to real-world business practices.

MKT 4340 Strategic Brand Management (3)

Pre-requisite(s): MKT 3325 and MKT 3330; only open to BBA students
An advanced Marketing elective that addresses important branding decisions faced by an organization. The course provides the student with an increased understanding of the important issues in planning and evaluating branding strategies; the appropriate theories, models, and other tools to make better branding decisions; and a forum to apply these principles.

MKT 4341 Sports Marketing & Sales (3)

Pre-requisite(s): MKT 3310; only open to BBA students

Hands-on study of how professional and collegiate sports teams, agencies and related organizations generate revenue. Primary revenue sources for sports teams and collegiate athletic departments include media rights (TV, streaming), sponsorships and ticket sales. Students gain an understanding of how teams and brands create partnerships, market teams, and sell tickets.

MKT 4342 Sports Marketing Analytics (3)

Pre-requisite(s): MKT 3325, MKT 3330 or consent of instructor of department chair

Provides a framework for understanding and analyzing fan behavior to apply actionable customer insights to the marketing, promoting, and selling of sports tickets, partnerships, merchandise, and media. Students learn to use analytical tools to report, explain and predict fan behavior.

MKT 4350 Digital Marketing (3)

Pre-requisite(s): MKT 3330; only open to BBA students

This course is designed to provide a well-rounded overview of digital marketing strategies. A major focus of the course will be in the practical application of tactics in support of basic business strategies as they apply to the online world of marketing, including search engine optimization, social media sites, content development, email and emerging technologies, among other digital based topics. Particular focus will be given to creation of content, management of campaigns, engagement with consumers, and measurements of success for digital marketers.

MKT 4360 Customer Analytics (3)

Pre-requisite(s): MKT 3330 or QBA 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course

This course will enable students to: apply basic skills in data manipulation and visualization using various software packages, analyze customer data with the help of different statistical tools and techniques and use the findings from data analyses to make managerially relevant marketing decisions anchored in Customer Analytics.

MKT 4395 Marketing Internship (3)

Pre-requisite(s): Upper level standing; not open to pre-business students
Marketing majors only. Internship in Marketing fulfilled in cooperation with an approved organization. With the sponsoring organization the student participates in formal training and education and directed activities in marketing, promotion, and customer relationship management.

MKT 4396 Sports Marketing Internship I (3)

Pre-requisite(s): Must be a major in Sports Sponsorship and Sales or consent of department chair
Internship in sports marketing field; typically fulfilled in cooperation with the University's Athletic Department; student participates in directed activities pertinent to personal selling, promotion, direct response advertising, and customer relationship management.

MKT 4397 Sports Marketing Internship II (3)

Pre-requisite(s): Must be a major in sports sponsorship and sales or consent of department chair
Internship in sports marketing field; fulfilled in cooperation with either a professional sports team or corporate sports sponsor; student participates in directed activities pertinent to personal selling, promotion, direct response advertising, and customer relationship management.

MKT 4398 Directed Studies in Marketing (3)

Pre-requisite(s): Consent of marketing adviser and department chair; marketing majors only; not open to pre-business students
Independent study under the direct supervision of a marketing department faculty member. Applications must be submitted and approved prior to registration.

MKT 4399 Professional Selling Internship (3)

Pre-requisite(s): MKT 4311; only open to Professional Selling majors
Designed as an applied learning experience, the ProSales Internship course follows the student's short-term, full-time paid placement within a firm. The intern's responsibilities are determined by the firm offering the internship; however, sales faculty work with companies to ensure that the student has sales engagement experiences. The course provides the framework for the student to document learning experiences from the internship in an e-portfolio (a useful tool for career management) and through a ProSales Talk, which is a main-stage, executive-style speaking experience delivered to both a live audience and a professional film crew. The student finishes the internship in the summer after completing the first three courses of the ProSales curriculum, and completes the internship course in the subsequent fall.

MKT 4V98 Special Studies in Marketing (1-4)

Pre-requisite(s): Consent of instructor; Only open to BBA students
Independent study of Marketing to include conducting a literature review, focus groups, in-depth interviews, web-surveys, and developing a training program.

MKT 4V9R Undergraduate Research in Marketing (3)

Pre-requisite(s): Consent of the instructor
Undergraduate research undertaken with the supervision of a faculty member. May be taken in multiple semesters for a maximum of 6 hours.