

MARKETING (MKTG)

MKTG 10300-10303 Minicourses in Marketing (NLA)

Block courses on topics of current interest to faculty and students. May be repeated up to a maximum of three credits with different selected topics. Prerequisites: as appropriate to topics; not open to students with junior or senior standing. (IRR)

1.5 Credits

MKTG 31000 Quantitative Methods in Business (NLA)

A study of quantitative tools used in solving business problems. Statistical quality control and decision models, regression methods, linear programming, and CPM- and PERT-type models. Using computers to solve problems is an important aspect. Prerequisites: MATH 14400 or PSYC 20700; junior standing. (IRR)

3 Credits

MKTG 31200 Principles of Marketing (NLA)

Study of concepts, activities, and decisions related to the exchange process, management of the marketing mix, and development of marketing strategy for profit and not-for-profit organizations. Addresses the sociocultural, legal and regulatory, technological, economic, ethical, political, and social responsibility dimensions to marketing in the global environment. Juniors who have not taken the prerequisites may take the course with permission of the Dean. Prerequisites: Three courses in business (SMGT, BINT, ACCT, FINA, GBUS, INTB, MKTG, or MGMT) or STCM, with at least one course at the 200-level. (F,S,Y)

3 Credits

MKTG 32300 Consumer Behavior (NLA)

Study of consumer behavior variables and their impact on marketing. Includes consumer behavior models, motivation, perception, attitudes, and the influences of family, society, and culture. Prerequisites:

MKTG 31200. (F,S,Y)

3 Credits

MKTG 32500 Sales and Sales Promotion (NLA)

Examines the roles of personal selling and sales promotion in an organization's integrated marketing communications (IMC) mix. Students will learn how sales and sales promotion work together and with other IMC tools (advertising, publicity) to accomplish marketing strategies. Students will gain knowledge of traditional and cutting-edge consumer and trade promotions, as well as personal selling tactics and techniques. Prerequisites: MKTG 31200; junior standing. (Y)

3 Credits

MKTG 38000 International Marketing (NLA)

Focus on marketing management problems, techniques, and strategies necessary to incorporate the marketing concept into the world marketplace. A multidisciplinary approach creates a broad understanding of the subject matter. Concepts from economics, political science, anthropology, sociology, management, and marketing are integrated. Readings include text plus journal and magazine articles. Prerequisites: MKTG 31200; junior standing. (F-S,Y)

3 Credits

MKTG 39700 Selected Topics: Marketing (NLA)

Topics of current interest to faculty and students. This course may be repeated for credit for different selected topics. Prerequisites: As appropriate to topics; junior standing. (IRR)

1-3 Credits

MKTG 41100 Marketing Analytics (NLA)

Introduction to analysis of data related to marketing decisions, including program data in marketing information systems and project data collected through primary research. Includes both analysis of existing databases and the most common and practical problems associated with collecting and analyzing new data. Emphasis is on both qualitative methods and quantitative methods. Computer assignments require students to apply latest software packages. Prerequisites: MATH 14400 or MATH 14500 or PSYC 20700 or TVR 26300 or STCM 28800; MKTG 31200; junior standing. (F-S,Y)

3 Credits

MKTG 44400 Services Marketing (NLA)

This course will introduce students to the issues and problems unique to the marketing of services. Topics include relationship marketing, the seven P's of service delivery, complaint management and recovery, service guarantees, measures of customer satisfaction, managing the moment of truth, servicescapes, employee empowerment, blueprinting services, and managing overall service strategy. Prerequisite: MKTG 31200. (IRR)

3 Credits

MKTG 48600 Senior Seminar in Marketing (NLA)

A capstone course for marketing majors, challenging them to identify and apply appropriate marketing concepts gained through earlier coursework. Specifically, the student is required to analyze actual and hypothetical marketing situations and react to or solve marketing problems by demonstrating an understanding of the marketing concept, mix, and strategy, as well as a strategic perspective. Prerequisites: MKTG 31200; MKTG 32300; MKTG 41100; senior standing. (S,Y)

3 Credits

MKTG 49100 Digital Marketing (NLA)

This course provides a thorough overview of marketing concepts and strategies for the digital age. Students will gain an understanding of the paradigm changes in marketing and the impact of digital communication technologies. By combining theory and practice, students will learn strategies and develop skills in using new media tools to achieve marketing objectives. Prerequisites: MKTG 31200; junior standing. (F,S,Y)

3 Credits

MKTG 49700 ST: Marketing (NLA)

Topics of current interest to faculty and students. This course may be repeated for credit for different selected topics. Prerequisites: MKTG 31200; junior standing. (IRR)

1-3 Credits

MKTG 49708 Seleted Topics: Marketing (NLA)

Topics of current interest to faculty and students. This course may be repeated for credit for different selected topics. Prerequisites: MKTG 31200; junior standing. (IRR)

1-3 Credits

MKTG 49800 Internship with Academic Enhancement (NLA)

Off-campus experience involving varied, nonroutine work projects designed to allow students to synthesize academic theory with real-world operations of an organization. Primary responsibility is on the student to develop a project proposal and then carry out its requirements in conjunction with a faculty sponsor. Internship credit falls under the business elective category in the degree requirements. A maximum of may be earned in any combination of internship (ACCT/FINA/INTB/MGMT/MKTG 49800) and BINT 39800. Prerequisites: Senior standing; completion of appropriate principles course; a minimum cumulative GPA of 2.70; Business-Link Professions Workshops 1,2,3; completion of School of Business internship application and permission of instructor. Pass/fail only. (F, S, SUM, W)

1-6 Credits

MKTG 49900 Independent Study: Marketing (NLA)

This course allows students to work with faculty on an individual basis, focusing on a topic of interest to both the student and faculty. The content of the course, coverage, delivery format, and the method of determining grades will be mutually agreed upon and must be included in the course proposal submitted along with the independent study form for approval by the dean. Guidelines are available in the School of Business dean's office. A variable amount of credit may be earned toward the degree. Students must have a 3.00 cumulative grade point average and must have completed at least in the subject matter. Prerequisites: Dean permission. (B,F,S,IRR,U,Y)

1-3 Credits