

MKTG - MARKETING

MKTG 3115 Principles of Marketing (3-0-3)

Covers the activities that seek to accomplish organizational and societal objectives by anticipating customer needs and directing a flow of need-satisfying goods and services from producer to customer.

Prerequisite(s): BUSA 2106 with a minimum grade of C or BUSA 2115 with a minimum grade of C or COMM 2105 with a minimum grade of D or COMM 2115 with a minimum grade of D or COMM 2136 with a minimum grade of D or COMM 2137 with a minimum grade of D

Restriction(s):

Freshman students may **not** enroll.

MKTG 3117 Sport and Event Marketing (3-0-3)

Provides a practical look at the unique characteristics of the sports industry and their impact on the strategic approach to the marketing of sports and other events, to include pricing, determining the right event/ sponsor, branding and maintaining relationships among parties involved.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 3125 Services Marketing (3-0-3)

This course focuses on providing a comprehensive understanding of services and how they are marketed and managed. Topics include the basic concepts and analytical tools required to manage service-oriented businesses (e.g., banks, hospitals, professional services) in order to improve customer satisfaction and loyalty.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 3135 Consumer Behavior (3-0-3)

Consumer Behavior is an analysis of internal and external influences on consumer buying behavior. Internal influences include perception, motivation, personality, and attitudes, while external influences include culture, families and social class. The consumer decision-making process is evaluated with reference to these influences.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 3136 Advertising (3-0-3)

Focuses on the importance of promotional strategy and the measurement of advertising effectiveness. Topics include promotional strategy, media planning and strategy, advertising, sales promotions, public relations, personal selling, and direct marketing.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 3137 Professional Selling (3-0-3)

Concepts, theories and techniques of creating and making an effective sales presentation for retail and industrial, tangible and intangible products. Topics include the selling process, sales presentation techniques, handling objections and closing the sale, territory management, and the management of salespeople.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 3138 Social Media Marketing (3-0-3)

Social Media Marketing is an additional set of tools for achieving personal, small business, corporate, and non-profit organizations' integrated marketing communications plans. This course focuses on both paid and organic methods to create content that attracts attention and encourages social network sharing of an organization's marketing message. Topics include coverage of all significant social media platforms, measurement for social media success, and determination of social media return on investment.

Prerequisite(s): MKTG 3115 with a minimum grade of C or MKTG 3109 with a minimum grade of C

MKTG 3158 Digital Marketing (3-0-3)

This course examines the role and practical aspects of the digital component of a firm's marketing mix. Topics include content marketing strategies, email/newsletter strategies, marketing campaigns of video-sharing sites, and key aspects of maintaining an attractive presence on web and mobile platforms.

Prerequisite(s): MKTG 3115 with a minimum grade of C or MKTG 3109 with a minimum grade of C

MKTG 4125 Brand Management (3-0-3)

This course provides a fundamental understanding of how to build, measure, and manage a brand. Topics addressed in this course include brand positioning and identity, creating points of difference and competitive advantage, sub-brands, line extensions, and building brand portfolios.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 4135 Marketing Research (3-0-3)

Marketing research and its application to profit and not-for-profit situations involving marketing strategies. The course focuses on gathering and using marketing information from primary and secondary sources.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 4138 Marketing Analytics (3-0-3)

Marketing is a data-driven field that requires knowledge of analytical software and tools for decision making and strategy formation. This class focuses on providing a deeper understanding of Return on Investment (ROI) & the analytical tools offered by social media and digital marketing programs. Topics include measurement and analysis of KPIs for marketing success and effective presentation of marketing data.

Prerequisite(s): MKTG 3138 with a minimum grade of C

MKTG 4145 International Marketing (3-0-3)

This class introduces the student to marketing strategy with an international perspective. Students will develop a better understanding of global cultures and marketing environments. Topics include international culture and consumer behavior, alternative trade organizations, and the strategies and structures of international marketing.

Prerequisite(s): MKTG 3115 with a minimum grade of C

MKTG 4185 Marketing Management (3-0-3)

A marketing capstone course which integrates the concepts taught in other marketing courses. The focus of the class is on the marketing functions from the point of view of the marketing manager. Topics include market segmentation and product differentiation, competitive analysis and product positioning, market measures and forecasts, product and brand management, pricing and distribution strategies, promotional strategy, and international marketing.

Restriction(s):

Freshman, Sophomore or Junior students may **not** enroll.

Enrollment limited to students major in Marketing.

MKTG 4899 Independent Study in Marketing (0-0-3)

Independent study in a selected area of marketing. Study will be directed by a faculty member representing the chosen area of specialization. Candidates must present a minimum 1500-word plan through the instructor to the office of the Dean for approval.

Restriction(s):

Freshman, Sophomore or Junior students may **not** enroll.

Enrollment limited to students major in Marketing.