MARKETING (MKTG)

### MKTG 550 - Survey of Marketing
**Credits:** 4
Focuses on marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. For business administration minors and non-business administration majors. No credit for students who have had ADMN 585 or HMGT 600.  
**Equivalent(s):** ADMN 550, ADMN 651, MKTG 651

### MKTG 552 - Marketing Research
**Credits:** 4
Understanding fundamental concepts, tools, and methods used in conducting a marketing research study. Taking general managerial problems and structuring them in terms of specific questions amenable to research. Developing a competence in designing and conducting common qualitative and quantitative research (e.g., survey research). Students will learn various statistic techniques commonly used in marketing research and be able to use these analyses to provide managerial recommendations. Prereq: ADMN 585 or HMGT 600.  
**Equivalent(s):** ADMN 752

### MKTG 553 - Consumer/Buyer Behavior
**Credits:** 4
Covers concepts, models, and theories from the behavioral sciences applied to consumer decision making and purchasing behavior. Examines consumer behavior from economic, psychological, sociological, and anthropological perspectives. Topic coverage includes discussion of marketing strategies and tactics to understand and influence consumer choice. Prereq: ADMN 585 or HMGT 600. Writing intensive.  
**Attributes:** Writing Intensive Course

### MKTG 557 - Promotion and Advertising
**Credits:** 4
Focuses on advertising and promotions while providing coverage of other marketing communication tools (direct marketing, point-of-purchase, personal selling, public relations). Examines both traditional and electronic/online/digital approaches to advertising and promotions as means to reach audiences with messages that support the organization's goals. Prereq: MKTG 550.

### MKTG 559 - Foundations of Personal Selling
**Credits:** 4
The Foundations of Personal Selling combines heavy experiential learning with the academic principles of relationship selling to prepare students for the professional world. Students learn personal selling as they develop an understanding of, and appreciation for, applying the consultative sales process through partnering with customers. This course is ideal for those exploring a career in sales or simply interested in knowing how to sell their own strengths.

### MKTG 560 - International Marketing
**Credits:** 4
Environmental factors affecting international trade: culture and business customs, political and legal factors and constraints, economic and technological development, and the international monetary system. Integration of these with the marketing management functions of market research and segmentation; product, promotion, distribution, and pricing decisions. Prereq: ADMN 585 or HMGT 600.  
**Equivalent(s):** ADMN 760

### MKTG 570 - Marketing Strategy
**Credits:** 4
An integrative marketing course designed to provide the student with a cohesive understanding of marketing decision making through the exploration of marketing problems with an emphasis on qualitative analysis as well as strategy formulation. Through the use of case studies, the course is designed for students who want to learn and apply what they learn, and thus emphasizes both the understanding and the application of concepts and practices in marketing strategy. Prereq: ADMN 585. MKTG 752 and/or MKTG 753 are recommended.  
**Equivalent(s):** ADMN 750

### MKTG 575 - International Marketing
**Credits:** 4
Focuses on advertising and promotions while providing coverage of other marketing communication tools (direct marketing, point-of-purchase, personal selling, public relations). Examines both traditional and electronic/online/digital approaches to advertising and promotions as means to reach audiences with messages that support the organization's goals. Prereq: MKTG 550.

### MKTG 576 - International Franchising
**Credits:** 4
Designed to provide an understanding of franchising as a system of distribution and business expansion. Franchising is studied from both the perspectives of the franchise and the franchiser. In addition, economic, financial, and legal issues associated with franchising are covered. By the end of the course, students have skills and sources of information that permit sound assessment of the business opportunities available in franchising. Prereq: ADMN 585 or HMGT 600. (Also offered as HMGT 756.)

### MKTG 577 - Integrated Marketing Communication
**Credits:** 4
Provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, and customer service. Emphasizes the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals. Prereq: ADMN 585 or HMGT 600.

### MKTG 579 - The Business of Sales
**Credits:** 4
The Business of Sales combines heavy experiential learning with the academic principles of relationship selling to prepare students for the professional world. Students learn personal selling skills as they develop an understanding of, and appreciation for, applying the consultative sales process through partnering with customers. This course builds on the core business curriculum to help shape and present compelling value proposals. It is ideal for those exploring a career in sales or simply interested in knowing how to sell their own strengths.

### MKTG 580 - International Marketing
**Credits:** 4
Equivalent(s): ADMN 760
MKTG 762 - Marketing Workshop
Credits: 4
This course is open only to senior marketing option students and serves as their capstone learning experience. Students work in small teams on a real-world marketing problem given to them by outside businesses, non-profits, or government agencies. The teams conduct extensive field research, formulate strategy, and then implement, or test marketing campaign ideas and programs. Prereq: Senior standing; at least two of MKTG 752, MKTG 753, and MKTG 763. Writing intensive.
Attributes: Writing Intensive Course
Equivalent(s): ADMN 762

MKTG 763 - Marketing Analytics
Credits: 4
Marketing Analytics introduces students to the fascinating world of marketing analytics. It provides a broad perspective on product, consumer, marketing-mix, and digital analytics areas. It blends the art and science of marketing and orients students to the systematic use of data and empirical models, which enhance the decision-making of a company about its customers, competitors, and the industry. Prereq: ADMN 585 or HMGT 600. Pre- or Coreq: ADMN 580.

MKTG 764 - New Product Development
Credits: 4
Tactical and strategic issues concerned with the development and marketing of product and service innovations. Equips students with the concepts, tools, and approaches useful in the development, management, and marketing of products and services. Provides an integrated experience of the process of uncovering customer problems, understanding these problems, and providing superior solutions. Prereq: ADMN 585 or HMGT 600.

MKTG 765 - Applications in Digital Marketing
Credits: 4
This class will introduce students to the different disciplines that make up digital marketing in order to better prepare them for roles as either digital marketing generalists (where they will need to appreciate and possess a broad understanding of these disciplines), or as digital marketing specialists, (where they will need to focus on and master one of these disciplines). Prereq: ADMN 585.

MKTG 798 - Topics
Credits: 4
Special topics; may be repeated. Prereq: ADMN 585 or HMGT 600. Special fee on some topics.
Repeat Rule: May be repeated up to 3 times.
Equivalent(s): ADMN 798, ADMN 798W, MKTG 798W

MKTG 798T - Topics/Study Away
Credits: 4
Special topics study away; may be repeated. Prereq: ADMN 585 or HMGT 600. Special fee.
Co-requisite: INCO 589

MKTG 798W - Topics
Credits: 4
Special topics; may be repeated. Prereq: ADMN 585 or HMGT 600. Writing intensive.
Attributes: Writing Intensive Course
Repeat Rule: May be repeated up to 3 times.
Equivalent(s): ADMN 798, ADMN 798W, MKTG 798