

# MARKETING (MKTG)

# Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

## MKTG 520 - Topics in Marketing

**Credits:** 1-4

Special topics covering a variety of marketing principles, topics vary by semester.

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

## MKTG 530 - 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.

**Equivalent(s):** MKTG 550

**Mutual Exclusion:** No credit for students who have taken ADMN 585, HMGMT #600.

**Grade Mode:** Letter Grading

## MKTG 547 - 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 each audiences with messages that support the organization's goals. Prereq: MKTG 550.

**Equivalent(s):** MKTG 557

**Grade Mode:** Letter Grading

## MKTG 620 - Topics in Marketing

**Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester. Prereqs: MKTG 550 or MKTG 530 or ADMN 585.

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

## MKTG 620T - Topics in Marketing - Study Away

**Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester. Prereq: MKTG 550 or MKTG 530 or ADMN 585. Special Fee.

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

## MKTG 644 - Retail Management in an Omnichannel World

**Credits:** 4

Success in retail requires managing multiple channels - online, traditional brick & mortar, and hybrid combinations. This course examines a broad range of retail management topics covering retailer types, selection of channels and locations, understanding online and in-store shopper behavior, financial strategy, purchasing, merchandise assortments including across products and services retailing, pricing, visual merchandising, and customer service and experience. Prereq: ADMN 585 or MKTG 550 or MKTG 535.

**Equivalent(s):** MKTG 754

**Grade Mode:** Letter Grading

## MKTG 649 - 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.

**Equivalent(s):** MKTG 559, MKTG 759

**Grade Mode:** Letter Grading

## MKTG 650 - Professional Sales Group

**Credits:** 2

The Professional Sales Group is an elite experiential sales and leadership course where students actively train for, host, and compete in sales competitions and business networking events. These sales role-play competitions use real business case scenarios, with corporate professionals and alumni as buyers & judges, to simulate selling experiences for the students. Students in good standing may retake the course.

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

## MKTG 652 - Digital Marketing Agency

**Credits:** 2

Voice Z gives students the opportunity to gain real-world marketing experience by working hand in hand with clients to create impactful and innovative digital marketing campaigns. Admission to the course is competitive through an application process each April for the following year. Students accepted into the Voice Z Digital Marketing Agency for the Fall Semester are expected to continue through the Spring semester.

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

## MKTG 689 - Advanced Sales

**Credits:** 4

Advanced Sales is for students looking to enter a professional sales career upon graduation. This course builds on the consultative and relationship selling processes, concepts and experiences in their sales introductory course. Students learn and practice adaptability through cases, exercises, and role-plays while introducing, and using, increasingly important sales enabling technologies. Key skill components covered include prospecting, time management, and communicating value through storytelling.

**Prerequisite(s):** (MKTG 559 with a minimum grade of D- or MKTG 649 with a minimum grade of D- or MKTG 759 with a minimum grade of D-).

**Grade Mode:** Letter Grading

## MKTG 720 - Topics in Marketing II

**Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester. Prereq: ADMN 585.

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

## MKTG 720T - Topics/Study Away

**Credits:** 4

Special topics study away; may be repeated. Prereq: ADMN 585 or HMGMT #600. Special fee.

**Co-requisite:** INCO 589

**Grade Mode:** Letter Grading

**MKTG 720W - Topics in Marketing II**

**Credits:** 4

Special topics covering a variety of marketing principles, topics vary by semester. Prereq: ADMN 585.

**Attributes:** Writing Intensive Course

**Repeat Rule:** May be repeated for a maximum of 12 credits.

**Grade Mode:** Letter Grading

**MKTG 750 - 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

**Grade Mode:** Letter Grading

**MKTG 752 - 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

**Grade Mode:** Letter Grading

**MKTG 753 - 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

**Grade Mode:** Letter Grading

**MKTG 756 - 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.)

**Grade Mode:** Letter Grading

**MKTG 757 - 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.

**Grade Mode:** Letter Grading

**MKTG 760 - 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

**Grade Mode:** Letter Grading

**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.

**Grade Mode:** Letter Grading

**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.

**Grade Mode:** Letter Grading

**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.

**Grade Mode:** Letter Grading

**MKTG 775 - 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 them by outside business, non-profits, or government agencies. The teams conduct extensive field research, formulate strategy, and then implement, or test marketing campaign ideas and programs. Prereq: ADMN 585, 2 courses from MKTG 752, MKTG 753, or MKTG 763.

**Attributes:** Writing Intensive Course**Equivalent(s):** MKTG 762**Grade Mode:** Letter Grading