

DEPARTMENT OF MARKETING

Courses

Marketing (MKT)

MKT 300 Marketing Credits: 3 (3-0-0)

Course Description: Market and buyer analysis, product and service development, pricing, promotion, advertising, selling, and distribution.

Prerequisite: AREC 202 or ECON 202.

Registration Information: Sections may be offered: Face-to-Face, Mixed Face-to-Face, or Online. Credit not allowed for both MKT 300 and MKT 305.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 305 Fundamentals of Marketing Credits: 3 (3-0-0)

Course Description: Overview of marketing activities involved in provision of products and services to customers, including target markets and managerial aspects.

Prerequisite: None.

Registration Information: Sections may be offered: Face-to-Face, Online, or Mixed Face-to-Face. Credit not allowed for both MKT 300 and MKT 305.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 307 Fundamentals of Sports Marketing Credits: 3 (3-0-0)

Course Description: General marketing and the application within sporting related contexts. Focuses on the nature and scope of marketing a sports franchise as well as marketing traditional products or services with the assistance of sports figures.

Prerequisite: None.

Registration Information: This is a partial semester course. Offered as an online course only. Sport Management Minors only. Credit not allowed for both MKT 307 and MKT 367.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 315 Marketing Communication Design Credits: 3 (3-0-0)

Course Description: Creating multiple kinds of marketing communications using graphic design software.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Business majors only.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 320 Integrated Marketing Communications Credits: 3 (3-0-0)

Course Description: Principles and practices of managing promotional activities including advertising, sales promotion, and other major media.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 330 Business Customer Relationships Credits: 3 (3-0-0)

Course Description: Managing relationships with distribution channel intermediaries and business customers.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Sections may be offered: Online.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 360 Retailing Credits: 3 (3-0-0)

Also Offered As: DM 360.

Course Description: Examination of retailing principles and practices, including merchandise management, retailing strategy, supply chain management, store management, and sustainable retail operations.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Credit not allowed for both DM 360 and MKT 360.

Terms Offered: Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 361 Buyer Behavior Credits: 3 (3-0-0)

Course Description: Marketing analysis of buying behavior of individuals, households, businesses, and not-for-profit organizations.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 362 Professional Selling Credits: 3 (3-0-0)

Course Description: Persuasive personal communications in selling consumer and industrial products and services.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Sections may be offered: Face-to-Face, Online, or Mixed Face-to-Face.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 363 Sales Management Credits: 3 (3-0-0)

Course Description: Recruiting, selecting, training, compensating, motivating, supervising, and evaluating a sales force.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Sections may be offered: Face-to-Face, Online, or Mixed Face-to-Face.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 364 Product Design Credits: 3 (3-0-0)

Course Description: Designing innovative products, services, brands, and experiences is critical for creating value within all kinds of organizations in the marketplace and society. Creative problem solving to define design challenges, create concepts with low-fidelity prototyping, evaluate assumptions using co-creation, and communicate ideas with stakeholders. Internalize and practice the frameworks, processes, and tools for leading a product innovation process in any kind of organization.

Prerequisite: MKT 300 or MKT 305.

Term Offered: Fall.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 365 International Marketing Credits: 3 (3-0-0)

Course Description: Analysis of international markets and development of strategic and tactical options for marketing across national boundaries.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 366 Services Marketing Credits: 3 (3-0-0)

Course Description: Customer service issues and unique challenges involved in marketing and management of services operations.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 367 Sports Marketing Credits: 3 (3-0-0)

Course Description: The nature and scope of applying marketing strategy and tactics in the sports marketing environment.

Prerequisite: MKT 300 or MKT 305.

Restriction: Must not be a: Freshman.

Registration Information: Sections may be offered: Face-to-Face or Mixed Face-to-Face. Credit not allowed for both MKT 307 and MKT 367.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 370 Digital Marketing Credits: 3 (3-0-0)

Course Description: Introduction to digital marketing: the landscape and tactics needed to execute marketing strategy in an online, connected, world.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 375 Social Media Marketing Credits: 3 (3-0-0)

Course Description: Provides the knowledge and skills to effectively use social media to market a business. Obtain in-depth knowledge and understanding of the various facets of social media marketing strategy, platforms and tactics, and how social media integrates into the overall marketing and communication plan.

Prerequisite: MKT 300.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 410 Marketing Research Credits: 3 (3-0-0)

Course Description: Role and methodology of research in business emphasizing selection of study's direction, collecting data, and choosing techniques for analyzing these data.

Prerequisite: (MKT 300 or MKT 305) and (STAT 204 or STAT 301 or STAT 307 or STAT 311 or STAT 315).

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 420 Marketing and Societal Well-Being Credits: 3 (3-0-0)

Course Description: Understand the way marketing impacts consumer and societal well-being through corporate marketing, macromarketing, social marketing, marketing and public policy, and anti-consumption. Exposure to an array of topics related to marketing's critical role in important national and international challenges.

Prerequisite: MKT 300 or MKT 305.

Restriction: Must not be a: Freshman, Sophomore.

Registration Information: Junior standing. Sections may be offered:

Face-to-Face, Mixed Face-to-Face, or Online.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 440 Pricing and Financial Analysis in Marketing Credits: 3 (3-0-0)

Course Description: Financial analysis involved in addressing marketing problems; advanced study of pricing strategy and tactics.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 450 Marketing Analytics Credits: 3 (3-0-0)

Course Description: Analytic techniques used by marketers to transform data into decision-making information.

Prerequisite: MKT 410.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 479 Marketing Strategy and Management Credits: 3 (3-0-0)

Course Description: Marketing decisions involving integration of elements of the marketing mix.

Prerequisite: MKT 410.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 482A Study Abroad: Cross-Cultural Marketing in China Credits: 3 (0-0-3)

Course Description: International setting focusing on multi-country contexts. Emphasis on consumer and business customer behavior in today's global environment.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Written consent of instructor.

Term Offered: Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 486 Marketing Practicum Credits: 3 (0-0-3)

Course Description: To give students the experience of working on a real marketing problem with a team at a sponsoring firm.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Written consent of instructor required.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 487 Internship Credits: 3 (0-0-9)**Course Description:****Prerequisite:** MKT 300.**Registration Information:** Written consent of instructor required.

Maximum of 3 credits allowed in course.

Terms Offered: Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 492 Seminar Credits: 3 (0-0-3)****Course Description:****Prerequisite:** MKT 300 or MKT 305.**Registration Information:** Written consent of instructor required.**Terms Offered:** Fall, Spring.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 495 Independent Study Credits: Var[1-5] (0-0-0)****Course Description:****Prerequisite:** None.**Registration Information:** 2.75 GPA or better.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 496 Group Study Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 498 Research Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 568 Sport Marketing Credits: 2 (2-0-0)****Course Description:** Examines sport marketing information systems, pricing strategies, media relations, promotional methods, and endorsements as they relate to marketing theories. Practical applications and principles.**Prerequisite:** SPMT 533, may be taken concurrently.**Restriction:** Must be a: Graduate.**Registration Information:** This is a partial semester course. Sections may be offered: Online.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 600 Marketing Management and Strategy Credits: 3 (3-0-0)****Course Description:** Processes of customer value creation and value capture; marketing strategy analysis.**Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Admission to a master's program in business.**Term Offered:** Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 601 Marketing for Social Sustainable Enterprises Credits: 3 (3-0-0)****Course Description:** Customer and stakeholder value creation and capture. Marketing strategy with emphasis on social sustainable organizations.**Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Admission to GSSE Program.**Term Offered:** Fall.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 610 Qualitative Marketing Research Methods Credit: 1 (1-0-0)****Course Description:** Overview of qualitative research methods including focus groups, in-depth interviews, observations, and projective techniques.**Prerequisite:** BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 611 Quantitative Marketing Research Methods Credit: 1 (1-0-0)****Course Description:** Overview of the field of business research, with a focus on quantitative research methods.**Prerequisite:** BUS 601 and BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 621 Search Engine Marketing and Optimization Credit: 1 (1-0-0)****Course Description:** Focuses on search engine optimization (SEO), search engine marketing (SEM), and improving the visibility of webpage(s) in the "organic results" through a variety of SEO tactics. Use paid activities (using the Google AdWords platform) to drive traffic from the search engine results page.**Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Admission to a master's program in business. This is a partial semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 650 Data Analytics Credits: 2 (2-0-0)****Course Description:** Examine the pivotal role of marketing research in the data analytics process. Emphasis on research design, experimental design, sampling theory and various data collection methods. Evaluate the reliability and validity of marketing research data and data analysis tools (SPSS/SAS/R) and report on research findings.**Prerequisite:** BUS 601 and BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial semester course. Offered as an online course only.**Term Offered:** Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.

MKT 651 Applied Data Analytics Credits: 2 (2-0-0)

Course Description: Introduces the scope of the secondary data environment and teaches the analytic techniques used by marketers to transform data into decision making information. Focuses on primary data collection techniques, advanced analytic techniques and their application to marketing decision making.

Prerequisite: MKT 650.

Restriction: Must be a: Graduate, Professional.

Registration Information: This is a partial semester course. Offered as an online course only.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 661 Consumer Behavior Credit: 1 (1-0-0)

Course Description: Marketing analysis of buying behavior of individual consumers.

Prerequisite: BUS 655.

Restriction: Must be a: Graduate, Professional.

Registration Information: This is a partial-semester course. Sections may be offered: Online.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 662 Strategic Selling for Business Customers Credit: 1 (1-0-0)

Course Description: Examination of sales strategies, sales tactics and best practices in professional selling with a primary context in business selling.

Prerequisite: BUS 655.

Restriction: Must be a: Graduate, Professional.

Registration Information: This is a partial-semester course. Sections may be offered: Online.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 664 Design Thinking for Sustainable Enterprise Credits: 3 (3-0-0)

Course Description: Guides students in generating sustainable products, services, and business models. Topics build on a foundational understanding of markets and strategies that address triple bottom line imperatives. Emphasizes applying design thinking tools, cross-disciplinary insights, qualitative research, low-fidelity prototyping, and experimentation.

Prerequisite: MKT 601.

Restriction: Must be a: Graduate, Professional.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 667 Services Marketing Management Credit: 1 (1-0-0)

Course Description: Fundamental concepts and strategies that differentiate the marketing of services from the marketing of tangible goods, including customer satisfaction.

Prerequisite: None.

Restriction: Must be a: Graduate, Professional.

Registration Information: Admission to Master of Business Administration; Master of Sport Management, Sport Marketing Specialization; Graduate Certificate in Marketing Management; or Graduate Certificate in Entrepreneurship and Innovation. This is a partial semester course. Sections may be offered: Online.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 670 Digital Marketing Credit: 1 (1-0-0)

Course Description: Overview of digital marketing tactics. Focuses on the practical application of tactics in support of basic business strategies as they apply to the online world of marketing, including websites, analytics, content marketing, email marketing, and emerging technologies, among other digital based topics. Particular focus will be given to measurement in a digital world through analytics and metrics.

Prerequisite: None.

Restriction: Must be a: Graduate, Professional.

Registration Information: Admission to Master of Business Administration or the Graduate Certificate in Marketing Management. This is a partial semester course. Offered as an online course only.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 686 Marketing Practicum Credits: Var[1-18] (0-0-0)

Course Description:

Prerequisite: (CIS 505 and CIS 570 and CIS 575) and (CIS 576 or CIS 601) and (MKT 651, may be taken concurrently).

Restriction: Must be a: Graduate, Professional.

Registration Information: Offered as an online course only.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 692 Seminar Credits: 3 (0-0-3)

Course Description: Critical review and discussion of relevant marketing topics.

Prerequisite: None.

Restriction: Must be a: Graduate, Professional.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Instructor Option.

Special Course Fee: No.

MKT 695 Independent Study Credits: Var[1-3] (0-0-0)

Course Description:

Prerequisite: None.

Restriction: Must be a: Graduate, Professional.

Registration Information: 3.25 GPA or better.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Instructor Option.

Special Course Fee: No.