

# Marketing (MKTG)

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## **MKTG 360. Introduction to Marketing. 3 hours.**

The role of marketing in business and society. How organizations make marketing decisions and develop effective marketing strategies. Course Information: Required of all students in the College of Business Administration. Course Information: Prerequisite(s): ENGL 161.

## **MKTG 370. Quantitative Marketing Skills. 3 hours.**

Foundational knowledge in the quantitative analysis of marketing problems and marketing research methods. Course Information: Extensive computer use required. Prerequisite(s): MKTG 360.

## **MKTG 452. Principles of Retailing. 3 hours.**

The theory and practice of making retailing decisions regarding pricing, product, place and promotion, and the development of strategy based on market competition and trends. Course Information: Prerequisite(s): MKTG 360.

## **MKTG 455. Multichannel Retailing. 3 hours.**

The role of multichannel retail strategies: the development and management of successful online retail models and the coordination of retail activities across multiple platforms and physical stores. Course Information: Prerequisite(s): MKTG 360.

## **MKTG 458. Digital Marketing Research. 3 hours.**

Covers advanced methodologies in market research and data analysis in digital platforms. This includes qualitative and quantitative techniques to understand and analyze data collected from the web and social media. Course Information: Extensive computer use required. Prerequisite(s): MKTG 360 and MKTG 462.

## **MKTG 459. Marketing Insights Qual Rsrch. 3 hours.**

Applications of qualitative research methods to marketing problems. Course Information: Prerequisite(s): MKTG 360.

## **MKTG 460. Marketing Analytics. 3 hours.**

Introduction to data-centered analysis for critical aspects of marketing, such as sales forecasting, profitability analysis, market segmentation, promotion budgeting, and database marketing. Course Information: Prerequisite(s): MKTG 360 and IDS 270.

## **MKTG 461. Consumer Market Behavior. 3 hours.**

Understanding consumer decision processes; steps in decision making, including need recognition, perception, cognition and attitude formation; effect of environmental social, psychological, and individual difference factors on consumer decision making. Course Information: Prerequisite(s): MKTG 360 or consent of the instructor.

## **MKTG 462. Marketing Research. 3 hours.**

An investigation of the gathering, analyses and interpretation of information used in solving marketing problems. Both qualitative and quantitative methods are employed in developing an analytical framework. Course Information: Prerequisite(s): MKTG 360; and IDS 270 or MKTG 370.

## **MKTG 463. Marketing and Sales Channels. 3 hours.**

Develop an integrated distribution strategy driven by product and customer needs; understand the selection and roles of channel partners; explore the management of channel relationships. Course Information: Prerequisite(s): MKTG 360. Business Administration students must have declared a major; or consent of instructor.

## **MKTG 464. Content Marketing. 3 hours.**

The planning, design, distribution and management of content for digital marketing. Course Information: Prerequisite(s): MKTG 360.

## **MKTG 465. Strategic Marketing Management. 3 hours.**

Analysis of marketing problems, development of marketing strategies, and persuasive communication of strategic and tactical marketing decisions. Course Information: Prerequisite(s): 15 hours of marketing course work. Recommended background: MKTG 461 and MKTG 462.

## **MKTG 467. Business Intelligence in Marketing. 3 hours.**

Provides knowledge of critical concepts and tools in the use of business intelligence in marketing. Students will learn to use business intelligence to gain market and competitive insights and support marketing decision making. Course Information: Extensive computer use required. Prerequisite(s): MKTG 462 and IDS 270. Recommended background: MKTG 460.

## **MKTG 468. Advanced Marketing Research. 3 hours.**

Advanced knowledge of critical concepts and tools in marketing research related to problem identification, data collection, and analysis in conventional and digital media. Course Information: Extensive computer use required. Prerequisite(s): MKTG 462 and IDS 270.

## **MKTG 469. Global Marketing. 3 hours.**

The strategic and tactical marketing of goods and services to countries beyond domestic or current markets. Distinct economic, socio-cultural, and political-legal-regulatory environments are considered. Course Information: Prerequisite(s): MKTG 360 and BA 200; or consent of the instructor.

## **MKTG 470. Branding. 3 hours.**

Examination of how firms can connect with consumers to build, measure, leverage and protect strong brands. Course Information: Prerequisite(s): MKTG 360. Recommended background: MKTG 462.

## **MKTG 471. Services Marketing. 3 hours.**

An exploration of the special challenges of services marketing, including analyzing and developing solutions for new services, services quality, design and delivery of services, and services recovery. Course Information: Prerequisite(s): MKTG 360.

## **MKTG 473. Introduction to Sales. 3 hours.**

Detailed exploration of the steps in a standard selling process; explores buyers motivations; sales presentations skills and sales technologies. Course Information: Prerequisite(s): MKTG 360 or consent of the instructor.

## **MKTG 474. Advertising. 3 hours.**

Strategy, planning, creation, distribution, evaluation and management of traditional and digital advertising campaigns. Course Information: Prerequisite(s): MKTG 461 or consent of the instructor.

## **MKTG 475. Product Management. 3 hours.**

Development and review of new and existing products during their life cycles; the evolution of products and services from a creative idea to their withdrawal from the market. Course Information: Prerequisite(s): MKTG 462 or consent of the instructor.

## **MKTG 476. Business-to-Business (B2B) Marketing. 3 hours.**

Unique concepts and strategies applied when businesses market to other organizations and institutions. Derived demand, systems selling, bid pricing, national account programs, and using distributors. Course Information: Prerequisite(s): MKTG 360.

**MKTG 477. Interdisciplinary Research and Development I. 3 hours.**

Multidisciplinary teams (w/students typically from Design, Engineering, Public Health, etc.) research and develop solutions related to business, social, or healthcare-related topics. Emphasis: problem solving, collaboration, sponsor engagement, and prototyping. Course Information: Students complete a product development project in conjunction with students enrolled in ME 444 and AD 420. Prerequisite(s): MKTG 360; and consent of the instructor. This is the first half of a year-long course. Students will be required to take MKTG 478 in the following semester.

**MKTG 478. Interdisciplinary Research and Development II. 3 hours.**

Multidisciplinary teams (w/students typically from Design, Engineering, Public Health, etc.) research and develop solutions related to business, social, or healthcare-related topics. Emphasis: problem solving, collaboration, sponsor engagement, and prototyping. Course Information: Students complete a product development project in conjunction with students enrolled in ME 445 and AD 421. Prerequisite(s): MKTG 360 and MKTG 477. This is the second half of a year-long course. Students will be required to take MKTG 477 in the previous semester.

**MKTG 479. Digital and Social Media Marketing. 3 hours.**

Creation, evaluation, and implementation of effective digital and social media marketing strategies and tactics. Course Information: Extensive computer use required. Prerequisite(s): MKTG 360. Recommended background: BA 200 and MKTG 461 and general computer skills.

**MKTG 480. Approaches to Creativity. 3 hours.**

Students will be taught, and have an opportunity to use, the dominant contemporary creative ideation methods used in business, particularly in regards to new products/services and advertisements. Course Information: Prerequisite(s): MKTG 360.

**MKTG 481. Advanced Sales. 3 hours.**

Focuses on key account management. Course Information: Prerequisite(s): MKTG 360 and MKTG 473.

**MKTG 482. Innovation Management. 3 hours.**

Introduction to a human-centered approach to designing products, services and business systems using a Design Thinking methodology. Course Information: Prerequisite(s): MKTG 360 and MKTG 462.

**MKTG 485. Customer Experience Management. 3 hours.**

Applying customer experience concepts, tools, and research methods in order to understand and manage customer-centric business models across industries. Course Information: Prerequisite(s): MKTG 360.

**MKTG 494. Special Topics in Marketing. 1-4 hours.**

Intensive study of selected problems. Reading assignments from scholarly and professional journals; emphasis on covering relatively few areas in great depth. Course Information: May be repeated. Students may register in more than one section per term. Prerequisite(s): Business administration students must have declared a major.

**MKTG 499. Research Experience. 1-3 hours.**

Research experience under the supervision of a faculty member. The faculty member and student will determine the research project. Each student must submit a written report and each student must participate at a research event on campus. Course Information: May be repeated to a maximum of 12 hours. Students may register in more than one section per term. Prerequisite(s): Major in marketing. Consent of the head of the department and the instructor required.