

Marketing

Department Chair Contact Information

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Mission

The Department of Management and Marketing provides academically rigorous instruction on the use of analytical tools and theoretical concepts in management and marketing to help students understand and apply them to practical business problems in scientific, technological and traditional business environments, non-profits, and government agencies. The departmental faculty also develops and disseminates knowledge on diverse topics related to management and marketing.

Marketing

A major in marketing allows those students with interests in developing and marketing products and services to gain the knowledge and skills needed to pursue careers in corporate digital marketing, supply chain in marketing, and general marketing. Since marketing is such a diverse area, the curriculum has been divided into three concentrations.

The Digital Marketing (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-bsba-digital-marketing-concentration/>) concentration focuses on marketing and analytical skills needed by industry and governments to develop effective, profitable social marketing strategies to interact with customers and partners. This concentration covers web analytics, marketing research, web and mobile applications, and online promotion mix. This concentration is designed for students interested in careers such as social media marketing manager, social media strategist, SEO strategist, and online community manager.

The Supply Chain in Marketing (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-bsba-supply-chain-management-concentration/>) concentration involves all areas of the supply chain, from planning to distribution. The supply chain concentration prepares marketing students who are interested in business-to-business marketing to manage inter-organizational relationships that are necessary to integrate the transportation, logistics, purchasing, information technology, and operations across the network of firms. This concentration is designed to prepare students for careers in supply chain management with industrial firms and public sector organizations such as the Department of Defense and NASA.

The General Marketing (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-bsba-general-marketing-concentration/>) concentration is designed for students in Marketing who are interested in business-to-consumer marketing. This concentration helps students develop research skills to identify market opportunities and prepares students with the managerial acumen to be successful in consumer product marketing or in retail management. This concentration gives students the flexibility to customize their major field coursework to fit their particular career ambitions.

There are three concentrations within the marketing major:

- Marketing, BSBA - Digital Marketing Concentration (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-bsba-digital-marketing-concentration/>)
- Marketing, BSBA - Supply Chain in Marketing Concentration (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-bsba-supply-chain-management-concentration/>)
- Marketing, BSBA - General Marketing Concentration (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-bsba-general-marketing-concentration/>)

Minor in Marketing

The College of Business offers a Marketing minor for business students who want additional knowledge in the subject but do not want an Marketing major. Students from other colleges are able to complete this minor.

The minor in Marketing is beneficial for students majoring in disciplines such as communications, sociology, or psychology, and can also be useful for students in science and engineering. Many students with majors from the College of Arts, Humanities, and Social Sciences choose to minor in marketing to prepare themselves for careers in advertising, public relations, marketing management, international marketing, marketing on the internet, and supply chain management. Science and Engineering students with an interest in new product development, marketing high technology products, international marketing, and supply chain management also minor in marketing. A minor in marketing is also a good option for non-business majors who plan to start their own business or work in the family business.

- Marketing Minor (<http://catalog.uah.edu/undergrad/colleges-departments/business/marketing/marketing-minor/>)

MKT 301 - PRINCIPLES OF MARKETING

Semester Hours: 3

Integration of professional selling techniques and concepts with sales management problems. Addresses objectives and policies for managing a sales force; market analysis methods used for sales forecasts and budgeting; and problems faced by sales management in competition, pricing, and promotions.

MKT 315 - SALES MGT/PROF SELLING

Semester Hours: 3

Integration of techniques and concepts of professional selling with problems of sales management. Objectives and policies for sales managers concerning managing sales force and methods of marketing analysis in terms of sales forecasts and budgeting. Problems faced by sales management in competition, pricing, and promotion. Prerequisite: MKT 301.

MKT 316 - RETAILING POLICY/MGT

Semester Hours: 3

Policies, practices, and problem solutions in efficient operation of chain and independent retail stores. Store location, organizational layout, merchandise planning and control, buying, pricing, and promotion.

MKT 332 - BUYER BEHAVIOR

Semester Hours: 3

Interdisciplinary and organizational approach to analyze and interpret consumer buying habits and motives and the resultant purchases of goods and services. Purchaser's psychological, economic, and sociocultural actions and reactions as they relate to better understanding of consumption. Prerequisite: MKT 301.

MKT 342 - PROMOTIONAL STRATEGY

Semester Hours: 3

Promotional techniques available to marketing management. Consumer behavior and communication process by which products can be effectively promoted. Specific tools of personal selling, advertising, sales promotion, and publicity as components of overall promotional strategy. Prerequisite: MKT 301.

MKT 343 - MARKET RESEARCH DESIGN

Semester Hours: 3

Introduction to the principles and purposes of marketing research; relationship to other marketing functions and data sources. Application of the principles and purposes of marketing research; qualitative research methods, experimental design, survey and questionnaire design, sampling procedures, and data analysis. Prerequisites: MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303).

MKT 344 - DIGITAL MARKETING ANALYTICS

Semester Hours: 3

Introduction to digital initiatives and data-informed decision-making; evaluate strategic analytics plans, gather structured and unstructured data, analyze large digital data sets, and utilize data-driven insights. Prerequisite: MKT 301 and ((MSC 287 and 288) or CM 370 or PY 300 or SOC 303).

MKT 345 - MKT CHANNEL STRUCT & STRATEGY

Semester Hours: 3

Marketing channels as a functional area and the alternative choices available to marketing management in developing overall marketing strategy. Institutional structures and dynamic interrelationships in distribution logistics.

MKT 350 - MARKETING EMERGING TECHNOLOGY

Semester Hours: 3

Comprehensive review of the new product development and marketing process. Emphasizes actual case examples showing how companies develop and market radically new products. Prerequisite: MKT 301.

MKT 405 - NEW VENTURE STRATEGIES

Semester Hours: 3

Theory and application of both marketing and management strategies for start up, operation and control of new ventures. The course also discusses the role of entrepreneurship in the economy. Prerequisite: MKT 301 and MGT 301.

MKT 415 - INTERNATIONAL MARKETING

Semester Hours: 3

Procedures and problems associated with establishing and carrying out marketing operations in or with foreign companies. Institutions, principles, and methods involved in solving these business problems. Effect of national differences in business practices and regulation. Prerequisite: MKT 301.

MKT 420 - SERVICES MARKETING

Semester Hours: 3

Addresses the challenge of delivering quality service to customers. Focuses on organizations whose core products are services (e.g., banks, hospitals, non-profit organizations) or which depend on service excellence for competitive advantage. Prerequisite: MKT 301.

MKT 465 - MARKETING FOR NEW VENTURES

Semester Hours: 3

The goal is to provide a solid background with practical application of theories, concepts, and techniques at the interface of entrepreneurship and marketing. Student will learn the cutting-edge development in entrepreneurial practices with hands-on experience. The course will rely on class discussion, case analysis, and group project on marketing for entrepreneurs. Prerequisite: MKT 301 and FIN 301.

MKT 470 - SOCIAL MEDIA MARKETING

Semester Hours: 3

The course focuses on how to meet the challenge of brand building in a digital age. It aims to foster the students' acquisition of social media marketing skills, equipping them with relevant knowledge of how to incorporate social media into marketing strategy thus enhancing value to both companies and customers. As future marketers, students will learn how to adopt a customer centric approach to their future marketing tasks, and be guided through a number of hands-on assignments that are immediately applicable to marketing practices. Prerequisite: MKT 301.

MKT 475 - ADVANCED MARKETING SEMINAR

Semester Hours: 3

Investigation of advanced marketing topics that are relevant to contemporary marketing practices. The course will focus on current issues related to marketing in a high technology environment, relationship marketing, channel design and strategy, transportation, and logistics. Prerequisite: MKT 301.

MKT 480 - MARKETING MANAGEMENT

Semester Hours: 3

Study of management of marketing function. Addresses setting objectives, organization and control of marketing resources in coordination with other functional areas, identification and selection of market opportunities, competitive strategies, and development of marketing policies and programs. Prerequisite: MKT 301, MKT 332 (with concurrency).

MKT 490 - SPECIAL PROJECTS

Semester Hours: 1-3

Independent study in an area of interest to the student in the field of marketing. Approval of Dept. Chair required.

MKT 494 - PRACTICUM IN MARKETING

Semester Hours: 3

MKT 495 - INTERN IN MARKETING

Semester Hours: 1-3

Active involvement in a project in a business enterprise, professional organization or in a government agency that has particular interest and relevance to the student. Course grade will be given on a satisfactory (S)/unsatisfactory (U) basis. Subject to College's guidelines on internships.