Marketing (MKT)

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 MANAGEMENT/PROFESSIONAL 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/MANAGEMENT
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 - MARKETING RESEARCH
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 - 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 343.

MKT 345 - MARKETING CHANNEL STRUCTURE & 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 472 - DIGITAL MARKETING
Semester Hours: 3

Digital marketing has become an essential component of any firm's marketing strategy. This course conducts an in-depth study of display advertising, search optimization and social media marketing, at both the tactical and strategic levels. Focus will be on outcome and effectiveness measurement methods and campaign evaluation metrics. 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 - INTERNSHIP IN MARKETING
Semester Hours: 1-3

Active involvement in an 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.