MARKETING (MKT)

This course studies the strategic marketing process, which creates value for consumers and organizations through integrated production and distribution of products. It examines the marketing process in the context of the global, cultural, economic, legal/regulatory environment. It also examines ethical and socially-responsible marketing and the impact of information technology.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3350. Consumer Behavior.
A study of the role of the consumer in marketing. Considers the motivation, personality, attitudes, perceptions, lifestyle, and decision-making processes of consumers. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3355. Retailing.
A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3358. Professional Selling.
A study of the professional selling process including strategically planning sales calls, strengthening communication skills, responding helpfully to objections, obtaining commitment and building partnerships. Examines cultivating committed relationships, strategic alliances, and partnering skills to provide total sales quality to the company, suppliers, and customers. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3360. Sales Management.
A study of issues related to planning for, managing, motivating, directing, and controlling a sales force and related sales territories. Both international and domestic perspectives are addressed. Special emphasis is given to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management. Prerequisite: MKT 3358 with a grade of "D" or better and a minimum 2.0 Overall GPA or instructor approval.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

The course will focus on developing goal setting, project identification, project planning and management, marketing, financing, and implementing student directed educational programs within the I-35 corridor. The projects are aimed at increasing citizen awareness and understanding of business and economic issues. (WI) Prerequisite: Instructor approval.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin Writing Intensive
Grade Mode: Standard Letter

MKT 3365. Services Marketing.
The services sector dominates the U.S. economy and is becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3370. Marketing Research.
This course offers a comprehensive study of marketing research process that includes formulating a problem, developing a research plan, determining a sample, analyzing data, preparing a research report, and linking the consumer, customer, public, and marketer through information. Prerequisite: MKT 3343 and [QMST 2333 or MATH 2328] both with grades of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

This class uses marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. In this hands-on course students develop and implement marketing campaigns for social change on behalf of non-profit clients. (WI) Prerequisite: MKT 3343 and MKT 3350 with a grade of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin Writing Intensive
Grade Mode: Standard Letter

MKT 3380. Sports Marketing.
Examines four components of sports marketing, including: (1) the foundation of sports marketing, (2) marketing through sports, including sponsorship, endorsement, and licensing strategies, (3) the marketing of sports, including marketing mix strategies, and (4) emerging topics in sports marketing, including relationship marketing, technology, and controversial issues. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter
MKT 3385. Ethnic and Niche Marketing.
The course introduces students to marketing approaches used to understand and market products/services to U.S. ethnic and/or subgroups of consumers. The course includes consumer behavior and research techniques as well as implications to the marketing mix. Prerequisite: MKT 3350 with a grade of “D” or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3387. Technology and Marketing.
Study of the marketing process using technologies, e.g., the internet and mobile that support and enhance marketing capabilities, such as the distribution of information. The course examines the impact of technology on the marketing of goods and services to satisfy needs and wants of customers and stakeholders. Prerequisite: MKT 3343 with a grade of “D” or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3390. Marketing Health Care.
A study of marketing and its role in health care, including buyer and service provider behavior, relevant marketing principles and strategies, and emerging topics, such as medical tourism, universal health care, and health care regulations. Prerequisite: MKT 3343 with a grade of “D” or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 4310. International Marketing.
A study of the international planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. (MULT). Prerequisite: MKT 3343 with a grade of “D” or better and a minimum 2.0 Overall GPA.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin Multicultural Content
Grade Mode: Standard Letter

MKT 4315. Service Design.
Service Design involves the planning and organizing of people, infrastructure, communication, and material components of a service in order to improve its quality and the interaction between service providers and customers. This course aims to provide hands-on experience that will enable students to develop competences in service design. Prerequisite: MKT 3365 with a grade of “D” or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 4325. Advanced Topics in Service Marketing.
This class is a comprehensive study of services marketing theories, concepts, and strategies; it includes an examination of cost controls, research methodologies, branding, customer service innovation, consumer behavior, and service delivery. Prerequisite: MKT 3343 with a grade of “D” or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 4330. Promotional Strategy.
Analysis of promotional methods used in marketing and their relation to other business functions. Examines advertising, selling, and sales promotion. Prerequisite: MKT 3343 with a grade of “D” or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 4337. Marketing Management.
An integrative course that applies management concepts and techniques to the solution of marketing problems. Analyzes market segments and product positioning, product and product line price, channels of distribution, and promotion. (WI) Prerequisite: [QMST 2333 or MATH 2328] and MKT 3343 and six additional hours of marketing courses all with grades of “D” or better and a minimum 2.0 Overall GPA.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin Writing Intensive
Grade Mode: Standard Letter

MKT 4392. Sales Internship.
This course integrates professional and academic experience through internship with an external employer. Credit awarded as pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3358 both with grades of “D” or better and instructor approval.
3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 4393. Services Marketing Internship.
This course integrates professional and academic experience through internship with an external employer. Credit awarded as pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3365 both with grades of “D” or better and instructor approval.
3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 4395. Independent Study in Marketing.
Directed research and extensive written assignment on a selected topic related to student’s area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research. May be repeated once for credit with different emphasis. (WI) Prerequisite: Instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing Dif Tui- Business Admin Writing Intensive
Grade Mode: Standard Letter
MKT 4396. Directed Study in Professional Sales.
Directed study and research in selected professional sales topics. May be repeated for credit with a different emphasis. Prerequisite: MKT 3343 and MKT 3358 both with grades of "D" or better and a minimum 2.0 Overall GPA or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tu- Business Admin
Grade Mode: Standard Letter

MKT 4397. Directed Study in Marketing.
Directed study and research in selected marketing topics, including the development of a promotional or marketing plan. Course can be offered as individual instruction or as an organized class. Repeatable for credit with different emphasis. Prerequisite: Instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Dif Tu- Business Admin|Dual Enrollment Permitted
Grade Mode: Standard Letter

MKT 4399. Marketing Internship.
Integration of professional and academic experience through internship with an external employer. Credit is awarded as pass/fail or grade at departmental election. Prerequisite: Instructor approval.
3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.
Course Attribute(s): Dif Tu- Business Admin
Grade Mode: Standard Letter

MKT 5199B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

MKT 5299B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

MKT 5321. Marketing Management.
A study of the planning and coordination of marketing functions, marketing policies, and the analysis of marketing administration. Prerequisite: B A 5351 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5322. Marketing Research Methods.
An advanced study of the marketing research process to include problem formulation, determination of sources of information and research design, design of data collection forms, design of the sample, collection of the data, analysis and interpretation of the data, preparation of the research report, and oral presentation of the research findings. Prerequisite: MKT 5321 and QMST 5334 both with grades of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5323. Qualitative Research in Marketing.
This course examines qualitative methods as used in marketing and market research. Topics include the design and execution of qualitative research projects using various qualitative methodological approaches. Activities include application of qualitative methods for conducting research. Students will apply learning in a qualitative research project.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5330. International Marketing.
An application of marketing concepts to the global business environment. Examines marketing in the light of international economic, social, cultural, business, and environmental factors. Prerequisite: B A 5351 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5331. Integrated Marketing Communications.
An analysis of consumer behavior in the marketplace and its application to the preparation and presentation of a complete integrated marketing communications plan for a local, regional, and/or national client. Prerequisite: MKT 5321 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5335. Services Marketing.
Services dominate the U.S. economy and are becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 5321 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5340. Digital Marketing.
This course examines marketing strategies in the digital environment. It examines the latest technology and analytical tools used in e-marketing and e-commerce, including online advertising, mobile marketing, social media marketing, search marketing, email marketing, and web analytics. Prerequisite: MKT 5321 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5345. Marketing Analytics.
This course is a study of the scientific approach that connects customer data and competitive information to drive marketing decision-making. The course explores customer data analysis techniques and their theoretical foundations that are applied to real world business problems. Students will learn software, conduct data analysis and communicate the results. Prerequisite: MKT 5321 and QMST 5334 both with grades of "C" or better or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
**MKT 5350. Strategic Marketing Analysis and Planning.**
This course examines strategic marketing decision making through the analysis and interpretation of marketing intelligence, metrics, and dashboards. Topics will include data-driven decision making on marketing challenges pertaining to customers, brands, marketing mix decisions, online strategy and social media, market performance, and firm profitability. Prerequisite: MKT 5322 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Grade Mode:** Standard Letter

**MKT 5395. Independent Study in Marketing.**
Individual problems or topics will be designed and completed to emphasize selected areas of study in Marketing. Prerequisite: Instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Standard Letter

**MKT 5397E. Social Media Marketing.**
A conceptual foundation and practical approach for developing a social media marketing plan will be presented. Students will gain hands-on experience using social media strategically to achieve desired marketing goals through hands-on projects. Students will also earn applicable certifications, which will provide tangible evidence of the skills acquired in this course. Prerequisite: MKT 5321 with a grade of "C" or better or instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Standard Letter

**MKT 5397F. Contemporary Topics in Marketing Analysis: Market Analysis, Geospatial Analysis & Growth Hacking.**
This course covers contemporary topics and analytical tools in marketing analysis. Students will learn (1) concepts and methods in market analysis, (2) analytical and mapping tools in geospatial data and information, and (3) concepts and methods in growth hacking. Prerequisite: MKT 5321 and QMST 5334 both with grades of "C" or better or instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Standard Letter

**MKT 5397G. AI and Data Visualization for Marketing and Sales.**
The course consists of applied training in foundational topics for artificial intelligence and data visualization. It covers both prediction as well as classification problems. While touching on certain technical aspects, the main emphasis is on understanding the application of a wide range of modern techniques to specific marketing cases. Using Microsoft Power BI and KNIME, the course trains students in data access, dashboarding and visualization, AI and machine learning to enhance the performance of marketing decisions. Prerequisite: MKT 5321, QMST 5334, Or Instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Standard Letter

**MKT 5397H. Introduction to Python for Marketing Researchers.**
Students will learn Python and how to use this programming language for data analysis and visualization. This course will help to leverage the power of historical data and to develop models that project future trends. Python will be used for exploratory data analysis, market forecasting, customer segmentation, deep learning, social media analysis and analysis of marketing images and videos. Prerequisite: MKT 5321 and QMST 5334 both with grades of "C" or better or instructor approval.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Standard Letter

**MKT 5398. Internship in Marketing.**
Internship in marketing is an external employer supervised, experiential learning course that enables a student to integrate professional and graduate business coursework. Prerequisite: Instructor approval.

**3 Credit Hours. 1 Lecture Contact Hour. 20 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Standard Letter

**MKT 5399A. Thesis.**
This course represents a student's initial thesis enrollments. No thesis credit is awarded until student has completed the thesis in Marketing Research and Analysis.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Grade Mode:** Credit/No Credit

**MKT 5399B. Thesis.**
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Credit/No Credit

**MKT 55998. Thesis.**
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.

**5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Credit/No Credit

**MKT 5998B. Thesis.**
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.

**9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.**
**Course Attribute(s):** Exclude from 3-peat Processing
**Grade Mode:** Credit/No Credit

**MKT 7321. Marketing Management.**
This course covers concepts, activities, and techniques related to the planning and coordination of marketing functions, marketing policies, and the analysis of marketing administration.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**
**Grade Mode:** Standard Letter