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.
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.
Grade Mode: Standard Letter

MKT 3355. Retailing.
A study of the principles of retail store management, including market 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.
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.
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.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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.
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. Prerequisites: MKT 3343 and QMST 2333, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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. Prerequisite: MKT 3343 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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.
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. Prerequisites: MKT 3343 and MKT 3350, all with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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 3443 with a grade of "D" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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.
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; Overall GPA 2.0.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): 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.
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.
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.
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. Prerequisites: QMST 2333; MKT 3343, and six additional hours of marketing courses. (WI).
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter

MKT 4339. Services Marketing Internship.
This course integrates professional and academic experience through internship with an external employer. Restrictions: Marketing majors with sales concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3358, all with a grade of "D" or better. Permission of Instructor.
3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 4342. Sales Internship.
This course integrates professional and academic experience through internship with an external employer. Restrictions: Marketing majors with sales concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3358, all with a grade of "D" or better. Permission of Instructor.
3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 4392. Sales Internship.
Directed study and research in selected professional sales topics. May be repeated once for credit with different emphasis. Prerequisite: Chair/instructor consent. (WI).
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Writing Intensive
Grade Mode: Standard Letter

MKT 4393. Directed Study in Professional Sales.
Directed study and research in selected professional sales topics. May be repeated for credit with a different emphasis. Prerequisites: MKT 3343 and MKT 3358, all with a grade of "D" or better, and consent of instructor and/or chair.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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. Prerequisite: Chair/instructor consent. (WI).
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|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. Prerequisites: MKT 3343 and MKT 3358, all with a grade of "D" or better, and consent of instructor and/or chair.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
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: Consent of instructor and Chair.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Dual Enrollment Permitted
Grade Mode: Standard Letter

MKT 4399. Marketing Internship.
Integration of professional and academic experience through internship with an external employer. Prerequisites: MKT majors only, junior or senior status, enrollment subject to availability and Internship Director approval, credit is pass/fail or grade at departmental election.
3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.
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. Prerequisite: MKT 5399A.
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. Prerequisite: MKT 5399A.
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. Prerequisites: MKT 5321 and QMST 5334 all with a grade 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 5325. Global Marketing and the Value Chain.
To understand the value chain concept and the linkages between value chains in the global marketplace. This will include evaluating the various value chains: supplier, firm, channel, and buyer in the global context. Topics will include procurement, operations, logistics, negotiation, marketing channels, and customer service.
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 & presentation of a complete integrated marketing communications plan for a local, regional, and/or national client. Prerequisite: MKT 5321.
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.
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; QMST 5334; or Departmental 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 5321; MKT 5322.
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. Requires approval of instructor and program director.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
MKT 5397C. Technology and Marketing.
Technology & Marketing covers the impact of new information technologies on marketing and marketing industries undergoing high levels of technological change. Subject areas such as social media, e-commerce, database marketing, business-to-business marketing, and customer contact management are examined and illustrated in industry settings that emphasize innovation through new technologies. Prerequisite: MKT 5321 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter

MKT 5397D. Marketing Metrics and Analysis.
To understand the measurement, analysis, and interpretation of marketing metrics that are critical for marketing strategy development and firm performance. Topics will include metrics associated with customers, brands, marketing mix decisions, online strategy and social media, firm profitability, and marketing dashboards. Prerequisite: Graduate standing; MKT 5321 with a grade of "C" or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
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: Enrollment is restricted to McCoy College graduate students who have completed 12 or more hours of graduate business courses; Course enrollment is subject to availability and instructor's approval; Other prerequisites will be specified by the employer with the consent of instructor and department chair.
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. Prerequisite: MKT 5399A.
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 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. Prerequisite: MKT 5399A.
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 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