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. Prerequisite: MKT 3343.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Principles of Marketing

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Consumer Behavior

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.

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

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Professional Selling

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Sales Management

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. Prerequisite: Consent of instructor. (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
about Studies in Free Enterprises

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Services Marketing

MKT 3370. Marketing Research.
Comprehensive study of marketing research. Examines the research process, including problem formulation, developing a research plan, sampling, data analysis, and preparing a research report. Prerequisites: MKT 3343; QMST 2333.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Marketing Research

MKT 3375. Social Marketing.
Social Marketing is the use of 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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Social Marketing

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Sports Marketing
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.
about Ethnic and Niche Marketing

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Ethnic and Niche Marketing

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.
about Technology and Marketing

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Technology and Marketing

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.
about Marketing Health Care

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Marketing Health Care

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. Pre: MKT 3343.
about International Marketing

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multi.Content & Perspective
Grade Mode: Standard Letter
about International Marketing

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.
about Advanced Topics in Service Marketing

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Advanced Topics in Service Marketing

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.
about Promotional Strategy

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Promotional Strategy

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).
about Marketing Management

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Writing Intensive
Grade Mode: Standard Letter
about Marketing Management

MKT 4392. 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. Permission of Instructor.
about Sales Internship

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter
about Sales Internship

MKT 4393. Services Marketing Internship.
This course integrates professional and academic experience through internship with an external employer. Restrictions: Marketing majors with services marketing concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3365. Permission of Instructor.
about Services Marketing Internship

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter
about Services Marketing Internship

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).
about Independent Study in Marketing

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
about Independent Study in Marketing

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, MKT 3358 and consent of instructor and/or chair.
about Directed Study in Professional Sales

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multi.Content & Perspective
Grade Mode: Standard Letter
about Directed Study in Professional Sales

MKT 4393. Services Marketing Internship.

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.
about Directed Study in Marketing
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
about Directed Study in Marketing

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.
about Marketing Internship
3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.
Grade Mode: Standard Letter
about Marketing Internship

MKT 5311. Current Developments in Marketing.
Advanced study of marketing functions and institutions, marketing
structures, strategies, policies, and problems. Students will be given
an opportunity to examine developments of special interest to them.
Prerequisite: B A 5351.
about Current Developments in Marketing
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Current Developments in Marketing

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.
about Marketing Management
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Marketing Management

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.
about Marketing Research Methods
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Marketing Research Methods

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.
about Global Marketing and the Value Chain
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Global Marketing and the Value Chain

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.
about International Marketing
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about International Marketing

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.
about Integrated Marketing Communications
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Integrated Marketing Communications

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.
about Services Marketing
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Services Marketing

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.
about Independent Study in Marketing
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
about Independent Study in Marketing
MKT 5397A. 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 5321.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter
about Sports Marketing

MKT 5397B. Social Marketing.
Social marketing is the use of 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. This course examines current applications of social marketing to solve societal problems. Prerequisite: MKT 5321.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter
about Social Marketing

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter
about Technology and Marketing

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.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Topics
Grade Mode: Standard Letter
about Marketing Metrics and Analysis