Department of Marketing

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The mission of the Department of Marketing is to educate students to succeed in a dynamic business world. To accomplish this, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

This program prepares students for challenging careers in a variety of business, non-profit, and governmental organizations. Marketing majors typically pursue careers in sales and sales management, product and brand management, retail management, physical distribution, marketing research, advertising, or international marketing. Texas State marketing students graduate with knowledge, skills, and a portfolio of projects that enable them to succeed in a dynamic business environment.

Bachelor of Business Administration (B.B.A.)

- Major in Marketing (http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-bba)
- Major in Marketing (Professional Sales Concentration) (http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-professional-sales-concentration-bba)
- Major in Marketing (Services Marketing Concentration) (http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-services-concentration-bba)

Information about graduate programs can be found in the Graduate Catalog (http://mycatalog.txstate.edu/graduate).

Courses in 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.

- Course Attribute(s): Exclude from 3-peat Processing|Writing Intensive

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

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.

- Course Attribute(s): Include 3-peat Processing

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MKT 3365. 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.

- Course Attribute(s): None

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

MKT 3355. 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.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

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.

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

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).

Grade Mode: Standard Letter

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

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.

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Grade Mode: Standard Letter

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

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

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.
Grade Mode: Standard Letter
About Sports Marketing
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

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

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

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

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

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

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

MKT 4337. Marketing Management.
An integrative course that applies management concepts and techniques to the solution of marketing problems. Examines 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).
Grade Mode: Standard Letter
About Marketing Management
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

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

3 Credit Hours. 0 Lecture Contact Hours. 3 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, MKT 3358 and consent of instructor and/or chair.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Multi.Content & Perspective
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