DEPARTMENT OF MARKETING

McCoy Hall Room 424
Telephone: 512-245-7428 Fax: 512-245-7475
www.marketing.mccoy.txstate.edu (http://www.marketing.mccoy.txstate.edu)

The mission of the Department of Marketing is to educate students to succeed in a dynamic business world. To accomplish this mission, 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, sales management, advertising, service marketing, brand management, retail management, marketing research, 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)

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.

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 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.
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

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

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

MKT 3375. Marketing Report Writing.
A study of the role of the writer in marketing. Considers the writing, editing, and revising of marketing reports. 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 3376. Marketing Management.
A study of the role of the manager in marketing. Considers the development of a marketing strategy, including planning, organization, control, and decision-making processes. 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 3377. Marketing Law.
A study of the legal aspects of marketing, including advertising, sales, and marketing practices. 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 3378. Marketing Interactions.
A study of the role of the interactive in marketing. Considers the interaction of marketing with other disciplines, including sales, advertising, and public relations.

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

MKT 3379. Marketing Research Methods.
A study of the role of the methodologist in marketing. Considers the development of marketing research methods, including data collection, analysis, and interpretation. 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. Marketing Analysis.
A study of the role of the analyst in marketing. Considers the analysis of marketing data, including market segmentation, customer behavior, and competitive analysis. 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 3390. Marketing Innovation.
A study of the role of the innovator in marketing. Considers the innovation of marketing strategies, including new product development, market penetration, and market development. 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

A study of the role of the strategist in marketing. Considers the development of marketing strategies, including product development, pricing, and distribution. 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 3392. Marketing Forecasting.
A study of the role of the forecaster in marketing. Considers the development of marketing forecasts, including market trends, consumer behavior, and competitive analysis. 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 3393. Marketing Operations.
A study of the role of the operator in marketing. Considers the management of marketing operations, including customer service, sales force management, and marketing information systems. 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
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 3391. Promotion, Marketing Communications, and Market 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 3392. 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 3393. 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 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 3394. Advanced Topics in Marketing.
This course is designed to provide an opportunity for students to analyze and critique advanced marketing concepts and techniques. Prerequisites: 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 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.
Grade Mode: Standard Letter

MKT 4391. 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 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, 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 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 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 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