

# MARKETING (MKT)

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## MKT 301 Personal Selling

Examines the importance and practice of professional, consultative selling in business-to-business relationships. Students learn and practice interpersonal problem-solving communication skills in sales roleplays. Students learn how to respond to different buyer types, to develop benefit-based sales presentations, and to engage in ethical selling practices. Prerequisite(s): BUS 204

## MKT 302 Advertising and Promotional Management

Focuses on the economic and social aspects of non-personal promotion, including the important methods and techniques of research which form the basis of any promotional campaign. Includes a practical treatment of digital marketing media, sales promotion programs, advertising copy, layout and media; measurement of promotional effectiveness; and advertising departments and agencies. Prerequisite(s): BUS 204 or equivalent

## MKT 303 Sales Management

The activities of a sales manager in directing and controlling a sales force; recruiting, selecting, training, compensating, motivating, and supervising sales personnel; establishment of sales territories, quotas, and budgets. Prerequisite(s): BUS 204

## MKT 304 Business to Business Marketing

A study of business activities involved in the marketing of products and services to organizations (i.e., commercial enterprises, non-profit institutions, government agencies, and resellers). Emphasis also is on organizational and interfunctional interaction, buyer behavior, global interdependence and competition, and negotiation. Prerequisite(s): BUS 204

## MKT 305 International Marketing

A managerial view of the marketing function from a global perspective. Describes and explores the complexities, problems, and opportunities of world-wide marketing. The Spring course is travel-study and requires permission of the instructor. Prerequisite(s): BUS 204

## MKT 306 Internet Marketing

The course examines the foundation, operation and implications of the Internet and digital economy. Topics include: Internet technologies, online market mechanisms, interactive customers, knowledge-based products, smart physical products and services, pricing in the digital economy, online auctions and e-marketplaces, digital governance, policies for the Internet economy and an outlook for the new economy. Prerequisite(s): BUS 204

## MKT 307 Services Marketing

The course focuses on the unique challenges of managing services and delivering quality service to customers. Theory and practice in developing customer relationships through service quality, customer retention and service recovery are central to the course. The course is applicable to organizations whose core product is service (e.g., banks, hotels, hospitals, educational institutions, professional services) and to organizations that depend on service excellence for competitive advantage (e.g., high tech manufacturers, automotive, industrial products). Prerequisite(s): BUS 204

## MKT 308 Financial Services Marketing

(Cross-listed with FIN 308) This course focuses on how financial institutions such as banks, investment firms, investment bankers, stock brokerages, investment advisors, venture capitalists, insurance companies, credit card issuers, and other financial institutions design and market their services and products. The marketing mix for financial services, consumer and commercial markets, and their buying behavior also are studied. Finally, the impact of regulatory factors on marketing financial services and product is studied. The course is designed especially for marketing and/or finance majors contemplating a career in financial services marketing. Prerequisite(s): BUS 204, BUS 206, BUS 208.

## MKT 309 Retailing

This course focuses on the set of business activities that adds value to the products and services sold to consumers for their personal or family use. This course is designed to introduce students to critical issues in retailing today, and the strategic and financial aspects in merchandise buying and store management. Related topics include: location analysis, store organization, personnel, planning, buying and pricing techniques, and customer service policies. Prerequisite(s): BUS 204

## MKT 310 New Product Development

This course explores the role of new product development, a major source of growth for firms, and its innovation in relation to a firm's growth plans. It focuses on the new product development process and teaches students how ideas for new products are created in a firm and then successfully launched into the market. The course covers the major phases of new product development: the planning stage, the evaluation and testing stage, the development and design stage, and the launch stage. Specific topics include opportunity identification, idea generation, concept testing, product design and strategic launch planning. Prerequisite(s): BUS 204

## MKT 311 Applied Digital Marketing Analytics

The continuous and rapid introduction of new platforms, tools, data sources, and media consumption devices makes today's digital media landscape more complex than ever before. In this course you will learn the approach and develop skills to make sense to consumer data that exists across the entire digital landscape. This course focuses on web analytics including basic terminology, how to identify and monitor key website metrics, and how to pull reports and glean insights for web tracking tools including Google Analytics. Emphasis will be on how to analyze and interpret the data and make corresponding changes to digital marketing strategies to ensure better user experience and maximum conversion rate of visitors to customers in the digital world. Prerequisite(s): BUS 204

## MKT 312 Mobile MKT & Social Media

This course is designed to help students understand how marketing has (and has not) changed due to the rise of social media and mobile technology and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that students can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

**MKT 313 Sports Marketing**

Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison with traditional marketing, and overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages. Prerequisites: BUS 204

**MKT 350 Cooperative Education (Junior Standing)**

This is a full-time, paid, approximately four-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Marketing Department. For registration information, students in the Business Scholars Co-op Program should consult with the director of the program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in Career Services. A student may elect to take a second marketing co-op for three additional credits in subsequent semesters. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail. Prerequisite(s): 2.5 minimum GPA (higher for students in the Business Scholars Co-op Program) and completion of BUS 204 and at least one upper-level marketing course.

**MKT 360 Part-Time Internship in Marketing**

Part-time, paid or non-paid employment in a marketing setting to provide on-the-job training. Involves appropriate job-related learning assignments and reports under faculty supervision. Positions must be approved by the Marketing Department for academic credit. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as a free elective, not as a required course in the major. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in the junior year and 460 if taken in the senior year. Prerequisite(s): 2.5 Minimum GPA and completion of BUS 204 and at least one upper-level marketing course, or permission of the Assistant Dean

**MKT 365 Full-Time Internship in Marketing**

Full-time paid employment in a cooperating firm to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. An internship does not count as a required course in the major, but is counted as an elective. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 204 and at least one upper-level marketing course.

**MKT 370 Special Topics**

Designed to address contemporary issues and interests in Marketing. Such topics as Supply Chain Management, Retailing and Managing Customer Relationships will be offered in various semesters.

Prerequisite(s): BUS 204

**MKT 371 Consumer Behavior**

A study of the consumer with applications for marketing strategy development. Looks at the cultural, social, and psychological influences on consumers and the consumer decision process. Prerequisite(s): BUS 204

**MKT 372 Special Topics****MKT 373 Special Topics****MKT 374 Special Topics****MKT 375 Special Topics****MKT 376 Special Topics****MKT 377 Special Topics****MKT 401 Marketing Research**

The use of scientific method in the solution of specific marketing problems and in the conduct of general market research studies: methods of marketing research, gathering data, tabulation and analysis, interpretation of results, and report presentation. Prerequisite(s): BUS 204, BUS 202

**MKT 402 Marketing Management**

As the capstone course for marketing majors, integrates all other marketing courses. Includes a study of actual business cases employing a managerial approach to marketing. Emphasizes decision making and strategy development in marketing under rapidly changing market conditions. Prerequisite(s): All other required marketing courses for the major or permission of the instructor.

**MKT 444 Research Project****MKT 450 Cooperative Education (Senior Standing)**

This is a full-time, paid, approximately four to eight-month assignment in a cooperating firm. Involves job-related learning under faculty supervision. The position must be approved by the Marketing Department. For registration information, students in the Business Scholars Co-op Program should consult with the director of the program and students who are not in the Business Scholars Program should consult with the Associate Director for Experiential Education in Career Services. A co-op counts as a free elective and not as a course in the major. Grading for co-ops is on a pass/fail basis (grading for internships is on a letter grade, i.e., not pass/fail, basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. Students in the Business Scholars Co-op Program must take it pass/fail. Prerequisite(s): 2.5 minimum GPA (higher for students in the Business Scholars Co-op Program) and completion of BUS 204 and at least one upper-level marketing course.

**MKT 460 Part-Time Internship in Marketing**

Part-time, paid or non-paid employment in a marketing setting to provide on-the-job training. Involves appropriate job-related learning assignments and reports under faculty supervision. Positions must be approved by the Marketing Department for academic credit. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. An internship counts as a free elective, not as a required course in the major. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. Grading for internships is on a letter grade, i.e., not pass/fail, basis. The number 360 is used if taken in the junior year and 460 if taken in the senior year. Prerequisite(s): 2.5 Minimum GPA and completion of BUS 204 and at least one upper-level marketing course, or permission of the Assistant Dean

**MKT 461 Internship II/Srs****MKT 465 Full-Time Internship in Marketing**

Full-time paid employment in a cooperating firm to provide on-the-job training. Involves appropriate job-related learning assignments under faculty supervision. The position must be approved by the department. Consult the Associate Director for Experiential Education in Career Services before registering or for further information. A student may elect to take a second marketing internship for three additional credits in subsequent semesters. An internship does not count as a required course in the major, but is counted as an elective. Grading for internships is on a letter grade, i.e., not pass/fail, basis (grading for co-ops is on a pass/fail basis); the faculty member who is supervising the experience has the discretion as to whether to roster it as a co-op or internship. The number 365 is used if taken in junior year and 465 if taken in senior year. Prerequisite(s): 2.5 minimum GPA and completion of BUS 204 and at least one upper-level marketing course.

**MKT 470 Internship in Mkt**