

Marketing Courses

MKT 306 - Marketing

Hours: 3

This course is an introduction to the concepts, principles, problems and applications of marketing. It emphasizes all functional areas and institutions of marketing including segmentation and targeting, marketing analytics, buyer behavior, the marketing mix (product, pricing, supply chain management, and digital and traditional advertising). Junior standing.

MKT 366 - Integrated Marketing Communications

Hours: 3

This course provides an analysis of the promotion networks of organizations to external publics. Emphasis is on appraising the effectiveness of integrated marketing communications tools using digital interactive media (SEM, SEO, social media) and traditional media (electronic, print, and outdoor). Prerequisites: MKT 306.

MKT 367 - Selling & Sales Management

Hours: 3

Selling and Sales Management. Three semester hours. This course focuses on developing and maintaining relationships with customers and managing the sales process of finding, converting, and keeping customers while achieving the organization's goals. Communication techniques, career planning, selling strategies and tactics as well as sales duties, responsibilities, and problems are included. Prerequisites: Junior standing.

MKT 386 - Supply Chain Management and Marketing Channels

Hours: 3

This course is an overview of supply chain management, with particular attention given to supply/purchasing, operations, distribution (domestic and global), and integration issues. The course also touches on Customer Relationship Management and the role of SAP in supply chain management. Prerequisites: Marketing 306.

MKT 389 - INDEPENDENT STUDY

Hours: 1-4

MKT 420 - International Marketing

Hours: 3

Global marketing is a business orientation that targets markets throughout the world. It includes traditional approaches of domestic firms who import and export goods and services, as well as multinational companies. This course examines the evaluation and selection of new markets, appropriate ways to enter a market, and options of standardization versus adaptation for marketing mix variables. The class also looks at the interconnectedness of firms, markets and cultures. Prerequisites: MKT 306, ECO 2301 and ECO 2302 and Junior Standing.

MKT 422 - Electronic Commerce

Hours: 3

Electronic Commerce. Three semester hours. (Same as MGT 422) This course exposes students to key strategic management applications relevant to the use of Internet technologies. The goal of the course is to provide students the necessary background of strategic management concepts, technologies, and applications required of businesses wanting to become actively involved in the rapidly growing electronic commerce industry. Some exposure to technical issues will also be provided. Prerequisite: Senior standing.

MKT 431 - Internship

Hours: 0-3

This course provides an opportunity for selected students to earn elective credits in Marketing through supervised work experience with area business firms under the supervision of a faculty member. Prerequisites: 6 hours of Marketing and permission of the department head.

MKT 436 - Marketing Research

Hours: 3

In a data-driven business environment, understanding marketing research is imperative. This course is designed to provide students with the skill set to ask relevant marketing/business questions, conduct research, analyze results and make good marketing recommendations. Upon completion of the course, students will have a better appreciation for the marketing research process and how to use research in making sound business decisions. Prerequisites: MKT 306, ECO 302.

MKT 445 - Retail Management

Hours: 3

Retail Management. Three semester hours. (Same as MGT 445) This is a survey course dealing with managerial principles and practices of retail operation, including store location and layout, buying, pricing, promotion, services, and inventory control. Prerequisite: MKT 306, MGT 305.

MKT 467 - Buyer Behavior

Hours: 3

Students examine the consumer value framework and the influences affecting buyer behavior, including internal influences (perception and learning, personality, and attitude); external influences (including group, family, culture and microculture); as well as decision process models and outcomes of consumption. Focus is on interconnectedness of buyer, seller and society. Prerequisites: MKT 306.

MKT 471 - Marketing Analytics

Hours: 3

This course exposes students to a critical application in strategic marketing stemming from Internet and digital technologies. Students will learn how to apply data analytics tools to make strategic business decisions in major areas of marketing such as market segmentation, consumer insights, social media, and forecasting. This is a hands-on course with students working with real-world databases and utilizing commonly used commercial software. As a result, the course will help students develop analytic skills that can be applied to Big Data analysis and/or real world marketing problems. Prerequisites: ECO 302, MKT 306.

MKT 489 - Independent Study

Hours: 1-4

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.

MKT 490 - H Honors Thesis

Hours: 1-6

MKT 491 - H Ind Honors Readings

Hours: 3

MKT 497 - Special Topics

Hours: 1-4

Special Topics. One to four semester hours. Organized class. May be repeated when topics vary.