MARKETING (MKTG)

MKTG 204 (s) Special Topics (1-16 credits)
Credit arranged

MKTG 298 (s) Internship (1-3 credits, max 6)
MKTG 299 (s) Directed Study (1-16 credits)
Credit arranged

MKTG 321 Marketing (3 credits)
General Education: Social and Behavioral Ways of Knowing
Explores marketing as an integrating function of the firm. Includes
the study of product, price, place, and promotions in the creation
of customer value, international marketing, and the roles of corporate social
responsibility and ethics in marketing decision making. May involve
evening exams. Typically Offered: Fall, Spring and Summer.

MKTG 324 Consumer Behavior (3 credits)
Behavioral science theories, concepts, and methods applied to the
understanding and prediction of consumer behavior, including industrial
buyer behavior; emphasis on structuring marketing policy to fulfill
consumer requirements. May involve evening exams. Typically Offered:
Fall, Spring, Summer.
Prereqs or Coreqs: MKTG 321

MKTG 398 (s) Internship (1-3 credits, max 6)
MKTG 404 (s) Special Topics (1-16 credits)
Credit arranged

MKTG 420 Integrated Marketing Communication (3 credits)
Integrated Marketing Communications (IMC) from a marketing strategy
perspective. Application of the IMC planning process and examination of
the role of integration to create consistency of strategy using traditional
promotion elements (advertising, public relations, sales promotion,
reseller support, personal selling), and new media. May involve evening
exams. Typically Offered: Fall, Spring, Summer.
Prereqs: MKTG 321.

MKTG 421 Marketing Research & Analysis (3 credits)
Applied research focusing on marketing information needs for managerial
decision making; includes research design, data collection methods,
statistical analysis, and use of marketing information systems to forecast
market and sales potential, measure effectiveness of promotions, and
analyze new products and distribution of goods and services. May
involve evening exams. Typically Offered: Fall, Spring, Summer.
Prereqs: MKTG 321.

MKTG 422 Sales Management (3 credits)
Sales Management includes recruiting, selecting, training, compensating,
motivating, supervising, and directing selling efforts. May involve evening
exams. Typically Offered: Fall, Summer.
Prereqs: MKTG 321.

MKTG 423 Digital Marketing Strategy (3 credits)
Digital marketing from a marketing strategy perspective. Application of
digital marketing tools toward segmentation, targeting, positioning,
differentiation, and the marketing mix. Topics may include trends in
digital marketing, digital media, and applications to digital marketing.
Typically Offered: Fall.
Prereqs: MKTG 321

MKTG 424 Pricing Strategy and Tactics (3 credits)
Formulation of pricing strategies and tactics for new and existing
products and services; survey of pricing dynamics; competitor response
to pricing strategies at the firm and product level; assessment of buyer
price sensitivity. Typically Offered: Fall, Spring, Summer.
Prereqs: MKTG 321, and ECON 202 or ECON 272.

MKTG 425 Retail Distribution Management (3 credits)
Analysis of retail operations including location, market selection, capital
and physical requirements, store layout, merchandise management,
customer relations, channel structure, and channel member relations.
May involve evening exams. Typically Offered: Fall, Summer and Spring.
Prereqs: MKTG 321

MKTG 426 Marketing Channels Management (3 credits)
Analysis of distribution of goods and services; topics include retail and wholesale
institutions, channel member behavior patterns, and vertical marketing
systems.
Prereqs: MKTG 321

MKTG 427 Services Marketing (3 credits)
Survey of concepts addressing distinctive marketing problems and
opportunities in service industries, as well as current issues and trends
in the service sector; includes discussion of strategies for marketing
services, emphasizing the distinctive challenges and approaches that
make the marketing of services different from marketing manufactured
goods. May involve evening exams. Typically Offered: Fall, Spring, Summer.
Prereqs: MKTG 321.

MKTG 428 Marketing Management (3 credits)
Discussion of major marketing management functions, including
market and environmental analysis, as well as marketing planning,
strategy, programs, implementation, and control concepts; special
emphasis on application of such concepts by developing a marketing
plan that identifies market opportunities and proposes relevant marketing
programs. May involve evening exams. Typically Offered: Fall, Spring and Summer.
Prereqs: MKTG 321, MKTG 324, and MKTG 421; MKTG 420 or MKTG 422
or MKTG 423 or MKTG 424 or MKTG 425 or MKTG 426 or MKTG 427 or
MKTG 482 or MKTG 495.

MKTG 431 Marketing Analytics (3 credits)
Marketing Analytics is concerned with concepts, tools, methods, and
applications of modeling and decision making to address important
marketing issues such as pricing, segmentation, positioning, market
forecasting, new product management and development, sales force
management, and promotion planning. The course is aimed at providing
students with analytic and interpretive skills needed to make intelligent
and critical use of marketing data. Typically Offered: Spring.
Prereqs: MKTG 421 or STAT 431.

MKTG 432 Advanced Sales Management (3 credits)
Advanced sales management is concerned with building upon sales
management principles, discussion of advanced topics, and application
of concepts. Topics will include managing and leading a professional
B2B sales team, the application of customer relationship management
(CRM) systems, evaluating sales performance, motivating and rewarding
members of the sales force, and modeling and analytic techniques to
support sales management efforts. Typically Offered: Spring.
Prereqs: MKTG 321 and MKTG 422
**MKTG 482 International Marketing (3 credits)**
Foreign market operations; economic, cultural, and political aspects of international markets and how they interact with the marketing mix.
**Prereqs:** MKTG 321

**MKTG 495 Product Development and Brand Management (3 credits)**
General Education: Senior Experience
Cross-listed with FSP 495
This course examines product development strategy and the management of brands. Topics will include strategic intent of product development, the process of product development (ideation through post product launch evaluation), market and financial feasibility of product development, trends in product development, and managing brands (strategic brand management and managing brand equity). Typically Offered: Fall, Spring and Summer.
**Prereqs:** ECON 201, ECON 202, or ECON 272; and MKTG 321.
**Coreqs:** MKTG 321

**MKTG 498 (s) Internship (1-16 credits)**

**MKTG 499 (s) Directed Study (1-16 credits)**
Credit arranged

**MKTG 504 (s) Special Topics (1-16 credits)**