MARKETING (MKTG)

MKTG 2040 (s) Special Topics (1-16 credits, max 99)
Credit arranged.

MKTG 2980 (s) Internship (1-3 credits, max 6)
Credit arranged. Graded Pass/Fail.

MKTG 2990 (s) Directed Study (1-16 credits, max 99)
Credit arranged

MKTG 3210 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 3240 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 and Summer. Prereqs or
Coreqs: MKTG 3210

MKTG 3980 (s) Internship (1-3 credits, max 6)
Credit arranged. Graded Pass/Fail.

MKTG 4040 (s) Special Topics (1-16 credits, max 99)
Credit arranged

MKTG 4200 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 and Summer.
Prereqs: MKTG 3210

MKTG 4210 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 and Spring.
Prereqs: STAT 2510 or STAT 3010; and MKTG 3210

MKTG 4220 Sales Management (3 credits)
Sales Management includes recruiting, selecting, training, compensating, motivating, supervising, and directing selling efforts. May involve evening exams. Typically Offered: Fall and Summer.
Prereqs: MKTG 3210

MKTG 4230 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 3210

MKTG 4240 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 and Summer.
Prereqs: MKTG 3210, and ECON 2202 or ECON 2720

MKTG 4250 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, Spring and Summer.
Prereqs: MKTG 3210

MKTG 4260 Marketing Channels Management (3 credits)
Analysis of planning, organization, and control issues related to distribution of goods and services; topics include retail and wholesale institutions, channel member behavior patterns, and vertical marketing systems.
Prereqs: MKTG 3210

MKTG 4270 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 and Summer.
Prereqs: MKTG 3210

MKTG 4280 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 3210, MKTG 3240, and MKTG 4210; MKTG 4200 or MKTG 4220 or MKTG 4230 or MKTG 4240 or MKTG 4250 or MKTG 4260 or MKTG 4270 or MKTG 4820 or MKTG 4950.

MKTG 4310 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 4210 or STAT 4310

MKTG 4320 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 3210 and MKTG 4220

MKTG 4820 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 3210

MKTG 4950 Product Development and Brand Management (3 credits)
General Education: Capstone Experience
Cross-listed with FSP 4950
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 2201, ECON 2202, or ECON 2720 Prereqs or
Coreqs: MKTG 3210

MKTG 4980 (s) Internship (1-16 credits, max 99)
Credit arranged.

MKTG 4990 (s) Directed Study (1-16 credits, max 99)
Credit arranged

MKTG 5040 (s) Special Topics (1-16 credits, max 99)
Credit arranged.