

Bachelor of Science in Business Administration
Major in Marketing with a

Real Estate Concentration

The details of the Real Estate concentration are the following:

Enrollment Prerequisite: Junior Standing

Required Courses: MKT 336 International Marketing MKT 345 Real Estate MKT 348 Real Estate Valuation MKT 374 Buyer Behavior MKT 384 Marketing Research MKT 445 Real Estate Finance & Investments MKT 448 Real Estate Law MKT 479 Marketing Policy (W)	Electives: Choose One: FIN 343 Money Market and Financial Institutions FIN 345 Principles of Insurance FIN 420 Investments MGT 345 Small Business Management Business Elective: Choose four (300 – 400)
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Course Descriptions:

MKT 336 International Marketing 3 hours

Offered Fall, and Spring

Examination of cultural, economic, and political factors that affect marketing of goods and services worldwide. Emphasis is placed on developing global marketing strategies of multinational corporations within existing trade structure and regulations. Both product and service flows between countries and regions are discussed.

Prerequisites: MKT 320 and sophomore standing.

MKT 345 Real Estate 3 hours

Offered Fall, Spring, Summer (On-line)

Introduction to the tools used to make intelligent decisions regarding real estate as a wealth-building asset. Topics include legal rights, valuation, financial analysis, contracts, and brokerage with practical applications. Emphasis is given to local supply and demand conditions and property location and their impact on typical consumer decisions.

Prerequisite: FIN 315

MKT 348 Real Estate Valuation 3 hours

Offered Spring Only

Emphasis is given to the valuation process and the analysis that leads to valid estimates of value. The cost, sales comparison, and income approaches to value are examined and illustrated within the Uniform Standards of Professional Appraisal Practice requirements. Typical valuation reports are discussed and illustrated.

Prerequisite: MKT 345

MKT 374 Buyer Behavior 3 hours

Offered Fall, and Spring

A study of the contributions of the behavioral sciences to the interpretation of market information. Involves the use of behavioral information which pertain to the analysis of consumers and organizational buyers in both domestic and international settings. **Prerequisites:** MKT 320 and sophomore standing.

MKT 384 Marketing Research 3 hours

Offered Fall, and Spring

Study of information gathering techniques, research methods and procedures used to solve marketing problems in consumer and organizational in both domestic and international markets.

Prerequisites: BUS 255 and MKT 320 and sophomore standing.

MKT 445 Real Estate Finance and Investments 3 hours

Offered Spring Only

Analysis of income property debt and equity instruments, financing documents, financial analysis and risk scenarios of different types, and relevant local, state, and federal laws and court cases.

Prerequisite: MKT 345

MKT 448 Real Estate Law 3 hours

Offered Fall Only

A detailed examination of the contracts, documents, and instruments used in a transaction on one or more of the real property rights, and relevant local, state, and federal laws and court cases.

Prerequisite: MKT 345

MKT 479 Marketing Policy (W) 3 hours

Offered Fall, and Spring

The capstone course for marketing majors. Integration and application of marketing concepts requiring analysis of both domestic and international marketing problems. **Prerequisites:** Graduating seniors only, MKT 320, MKT 336, MKT 374, MKT 384.