Marketing

MKT 310  Intro International Business  3 cr
This course focuses on exploring the terminology, scope, status and evolving patterns of international business. Specifically, the course addresses the role of cultural, political, ethical, technological, and economic factors in the international business context and how businesses deal with uncertainty and risk. The course examines the impact of global forces on businesses at home and abroad, the role of governments in promoting and protecting business interests, the role of international agencies in the business environment.

MKT 320  Principles of Marketing  3 cr
Study of the institutions involved in creating transactions necessary to satisfy the needs of households, businesses and government and international customers. Topics include marketing planning, market segmentation, societal and ethical obligations, strategies for product, promotion and channel decisions.

MKT 336  International Marketing  3 cr
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.
Pre-requisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or MKT 310 Minimum Grade of D or BUS 245 Minimum Grade of D).

MKT 340  Marketing Analytics  3 cr
Contemporary marketers acquire large amounts of data. Marketing Analytics explains a) the most common marketing metrics, and b) how to compute and interpret these metrics to improve decision making.
Pre-requisite: MKT 320 Minimum Grade of D and BUS 245 Minimum Grade of D.

MKT 350  Digital Marketing  3 cr
Examination of the interactive processes and transactions involved in satisfying the needs of consumers, businesses, and government. Involves the study of marketing planning, consumer research, segmentation, and implementation of marketing strategies.
Pre-requisite: (MKT 320 Minimum Grade of D or BUS 245 Minimum Grade of D or MKT 371 Minimum Grade of D or MKT 310 Minimum Grade of D).

MKT 355  Customer Relationship Mgt  3 cr
The course provides a comprehensive business model integrating customers and suppliers along the value chain. The focus is on the methodologies, tools, and techniques required for customer acquisition, retention, and profitability in competitive buyer-supplier environments.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D.

MKT 374  Consumer Behavior  3 cr
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.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D.

MKT 375  Supply Chain Management  3 cr
This course encompasses the design and management of the supply-chain system that collectively provides for the exchange of title, physical movement, and storage activities in marketing, including the use of new technologies. This course examines the role of manufacturers and intermediaries in channel strategies including scope, methods, problems, and opportunities of total supply chain coordination.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D.

MKT 376  Business to Business Marketing  3 cr
Study of the participants, channels, and relationships that govern the behavior of industrial buyers and marketers.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D.

MKT 377  Pricing Strategies  3 cr
Pricing strategies encompass the design and monitoring of an integrative framework for making pricing decisions. The purpose of this course is to synthesize economic and behavioral principles with marketing, accounting, and financial information, and to analyze the various pricing options within legal, market, and corporate constraints.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D.

MKT 379  Retailing  3 cr
Study of the management of retail operations. Topics include store location and layout, merchandise buying and planning, legal and ethical issues, promotion, pricing, human resource management, financial planning, information systems and customer services.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D.

MKT 380  Integrated Mkt Communications  3 cr
Study of the fundamentals of marketing communications from a strategic perspective. Examines the roles of and relationships between a variety of marketing communication elements including advertising, direct marketing, database marketing, interactive marketing, media planning, public relations, sales promotion, and personal selling.
Pre-requisite: (MKT 320 Minimum Grade of D or BUS 245 Minimum Grade of D or MKT 371 Minimum Grade of D or BUS 245 Minimum Grade of D).
MKT 381  Sales Mgt & Personal Selling  3 cr
Study of the principles and practices of sales management in planning, organizing, directing, and controlling, the sales organization in both domestic and international markets. Included in the course are skills developed through presentation, discussion, and role playing. Special emphasis is directed to recruiting, selecting, training, evaluating, compensating, and supervising sales personnel and sales organizations.
Pre-requisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BMS 371 Minimum Grade of D.

MKT 382  Brand Management  3 cr
Systematic examination of strategies involved in tangible and intangible product decisions. Issues and strategies involved in identifying and implementing the development of new goods and services for both domestic and international markets are examined in-depth, as well as the management of mature products.
Pre-requisite: (MKT 320 Minimum Grade of D or BMS 371 Minimum Grade of D or MKT 371 Minimum Grade of D).

MKT 384  Market Research  3 cr
Study of information gathering techniques, research methods and procedures used to solve marketing problems in consumer and organizational in both domestic and international markets.
Pre-requisite: (BUS 255 Minimum Grade of D or ST 275 Minimum Grade of D or BMS 250 Minimum Grade of D or BMS 255 Minimum Grade of D or BMS 300 Minimum Grade of D) and (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BMS 371 Minimum Grade of D).

MKT 385  Services Marketing  3 cr
Study of the unique features of services marketing and the service sector. Examines the strategies and activities of organizations and industries whose core product is service, such as sports, hospitality, healthcare, financial services, information technology, and event marketing.
Pre-requisite: (MKT 320 Minimum Grade of D or BMS 371 Minimum Grade of D or MKT 371 Minimum Grade of D).

MKT 387  Export-Import Management  3 cr
Study of exporting and importing strategies used by both domestic and multinational firms including a concentration in the areas of international pricing, governmental assistance, and channel selection. Emphasis is placed on the best practices and procedures of packing and documentation.
Pre-requisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BMS 371 Minimum Grade of D) and (MKT 336 Minimum Grade of D or MKT 383 Minimum Grade of D).

MKT 479  Marketing Policy - W  3 cr
The capstone course for marketing majors. Integration and application of marketing concepts requiring analysis of both domestic and international marketing problems.
Pre-requisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D or BMS 371 Minimum Grade of D) and MKT 374 Minimum Grade of D and (MKT 373 Minimum Grade of D or MKT 384 Minimum Grade of D or MKT 474 Minimum Grade of D).

MKT 490  Special Topics  3 cr
Designed to provide senior students an opportunity to study selected topics of particular interest. A student may count no more than six hours of Special Topics in the concentration.
Pre-requisite: Approval of Department Chair.

MKT 492  Applications in Intl Business  3 cr
This course may take several formats to allow students who have achieved senior status the best method of applying concepts learned in other courses to the international business environment. The formats include a case-based course, a lecture-based course, an experiential course or mixture of those and other alternatives.
Pre-requisite: MKT 320 Minimum Grade of D and MKT 310 Minimum Grade of D.

MKT 494  Directed Study in Marketing  1 TO 3 cr
Primarily designed to give superior students an opportunity to study selected topics of particular interest. Conferences, a bibliography, and a formal research report are required. Grades are awarded on a satisfactory/unsatisfactory basis. Prerequisites: Junior or senior standing, a cumulative GPA of 2.5 or better, and approval of the department chair following the evaluation of a written proposal.

MKT 496  Marketing Internship  3 cr
The internship program is designed to give students practical experience in their field of study. Students complete directed projects under the supervision of Department Chair. No more than three hours of internship credit may be counted toward a degree in the Mitchell College of Business. Prerequisites: Junior or Senior standing, declared major in marketing, overall GPA of at least 2.5, and Internship Agreement signed by department Chair.

MKT 497  Marketing Internship II  3 cr
The internship program is designed to give students practical experience in their field of study. Students complete directed learning experiences under the supervision of the Department Chair. Prerequisites: Junior or Senior Standing, declared major in marketing, overall GPA of at least 2.5 and internship agreement signed by Department Chair.

MKT 499  Special Topics  3 cr
Designed to provide senior students an opportunity to study selected topics of particular interest. A student may count no more than six hours of Special Topics in the concentration.
Pre-requisite: Approval of Department Chair.
MKT 590  Special Topics -  3 cr  
Designed to provide graduate students an opportunity to study selected topics. A student may count no more than 3 hours of Special Topics in the MBA degree program. Approval of Department Chair.

MKT 594  Independent Study  3 cr  
Readings and research on selected topics. Conferences and formal research report required. Approval of Department Chair.

MKT 601  Marketing Management  3 cr  
This seminar examines the theory underpinning the study of Marketing. The seminar uses the classic research in Marketing to frame modern theoretical developments and provide students with a strong fundamental platform for their future studies.

MKT 603  Supply Chain & Logistics  3 cr  
The course examines the theory and applied research in the field of business to business logistics and supply chain management.

MKT 605  Sem. Marketing Communications  3 cr  
This seminar investigates the theoretical and applied research in the field of marketing communications.

MKT 607  Seminar in Marketing Strategy  3 cr  
Study of consumption behavior with an emphasis on underlying theories and relevant literature within the framework of both marketing and psychology. Examination of the influences on behaviors and the process of consumer decision making from conceptual and managerial perspectives.

MKT 609  Marketing: Sp Topic -  3 cr  
This seminar focuses on special applications of Marketing. The instructor will develop an in-depth analysis on several contemporary areas of study.

MKT 799  Dissertation Research  1 TO 6 cr  
Independent Scholarship working with committee.