

Marketing And Quantitative Methods

Department Information

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Chair	Alvin J. Williams
Distinguished Professor of Marketing	Williams, Hair
Professor Emeritus	Lynn Robinson, Julie Sneath
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Department of Marketing and Quantitative Methods website
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"Business has only two functions - marketing and innovation." - Milan Kundera

Discover Marketing

Marketing is a dynamic process that creates and delivers value in competitive environments through customer-focused and market-driven actions. The Marketing major provides an integrative and substantive approach to marketing strategy development and implementation based on learning experiences that combine concepts and managerial practice. A well-designed, market-based curriculum allows students to experience the core of marketing through interactive courses, internships, directed study programs, and special topics courses designed to focus on specific areas of marketing interest. These goals are achieved through the Marketing Management, International Business, and Professional Sales concentrations.

Marketing Management Concentration

The Marketing Management concentration offers a holistic view of the marketing function, with special focus on consumer analysis, value creation and delivery, marketing segmentation, and marketing strategy development and execution, within the context of changing and competitive business environments. The Marketing Management concentration prepares students for career in sales, advertising and marketing communication, retailing, supply chain management, market research and related areas. It is good preparation for positions in health care marketing, sports marketing, tourism and hospitality, non-profit marketing, financial services marketing and a host of other growth industries.

Professional Sales Concentration

In globally-competitive organizations, sales professionals are increasingly responsible for market growth, value creation, customer relationship management, branding, and communication of product, service, and organizational benefits. The sales function is the engine that propels every aspect of the organization. The Professional Sales Concentration prepares students for rewarding careers in sales and related areas. Students completing this concentration have some proficiency in relationship selling, buyer behavior, value creation and delivery, prospecting, sales call planning, communications skills, negotiating win/win solutions, and customer relationship management.

International Business Major

A degree in International Business prepares students for management positions in U.S. based companies that serve global markets and foreign based companies that provide products and services in the U.S. and other countries. Students will learn how conducting business on a global scale differs from domestic operations and will develop sensitivity and understanding of cultural differences and business etiquette to allow them to effectively negotiate and conduct business in a variety of cultures.

The curriculum requires proficiency in a foreign language and includes courses in management, marketing, economics, finance, accounting, and business law to prepare students for a variety of jobs in multinational companies.

Students majoring in International Business are strongly encouraged to participate in a study abroad experience. Short-term study abroad immersion experiences are available, including the British Studies Program in London and the Asia-Pacific Business course in Australia, in addition to longer-term study abroad programs at one of our partner universities, accredited by the AACSB.

International exposure is a critical success factor for International Business majors. However, approved alternatives, including research with a major international component, projects with substantial international content, or other options suggested by the International Business faculty advisor, will be considered.

Students must complete an internship with an international focus. This is accomplished by completing an internship with a multinational company operating in the U.S. or by completing an internship with an U.S. or foreign based firm operating in another country.

Proficiency In A Second Language

Students majoring in International Business are required to demonstrate introductory-level proficiency in a second language by passing a foreign language proficiency examination as administered by the University of South Alabama Department of Foreign Languages and Literature or by successfully completing the second semester of any approved elementary sequence in a foreign language.

Supply Chain & Logistics Management Major

The Supply Chain and Logistics Management (SCLM) major is designed to equip students with the skill sets necessary for successful careers in supply chain-related fields. As supply chain management becomes more seminal in competitive strategy, it is important for business leaders to have a strong appreciation for and understanding of the mechanics of supply chain and logistics management and the resulting impact on organizational performance. Given the global nature of supply chains, talent is needed to ensure the proper planning, implementation, and assessment of market-centered, adaptive, and agile supply chains worldwide.

Supply chain and logistics management employment opportunities are wide and varied. The following represents a small sampling of the specific types of jobs available to program graduates: procurement specialists; sourcing analysts; materials manager; sourcing commodity specialists; logistics customer service; transportation sourcing specialists; material coordinator; operations manager; inventory control; production scheduling; warehouse manager; logistics analysts; and quality manager.

Upon completion of the BSBA degree program in SCLM, students will be prepared to enter a wide-range of sectors, including manufacturing, distribution, services, and government. Additionally, the program provides a solid foundation for general MBA programs, as well as specialized programs in supply chain management, logistics management, production and operations management, distribution management, transportation, marketing, and related areas.

Areas Of Study

International Business (BSBA)
Marketing (BSBA) - Marketing Management Concentration
Marketing (BSBA) - Professional Sales Concentration
Minor in Marketing
Supply Chain & Logistics Management (BSBA)

Courses

Marketing (MKT)

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 BMS 371 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 BMS 371 Minimum Grade of D or MKT 371 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 BMS 371 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 BMS 371 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 BMS 371 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 BMS 371 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. This course covers both theory and application of pricing strategies for national and multinational concerns organized as either a profit or non-profit entity.
Pre-requisite: (MKT 320 Minimum Grade of D or BMS 371 Minimum Grade of D or MKT 371 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 BMS 371 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 BMS 371 Minimum Grade of D or MKT 371 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 405 Curr Issues in Sup Chain Mgt 3 cr

An integrative course highlighting the major managerial challenges in key components of the supply chain, including sourcing, production, and logistics, with special emphasis on supply chain integration, customer value and performance measurement.

Pre-requisite: MKT 375 Minimum Grade of D.

MKT 477 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.

Prerequisite: Approval of Department Chair.

Pre-requisite: MKT 320 Minimum Grade of D.

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, a 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

Pre-requisite: MKT 496 Minimum Grade of P.

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

Supply Chain And Logistics (SCL)

Faculty

CHOW, ALAN F.
Associate Professor
BS, Louisiana State University
MS, Louisiana State University
PHD, University of South Alabama

SCL 350 Intro to Business Logistics 3 cr

An integrative approach highlighting the supply chain component encompassing the flow of goods, services, and information in manufacturing and services organizations, that deliver consistent value to a range of upstream and downstream customers.

Pre-requisite: MKT 320 Minimum Grade of D.

SCL 351 Strategic Sourcing & Supply Mg 3 cr

An integrative approach combining both strategic and operational components in planning for and acquiring the necessary inputs and resources for organizational success. Focal points include creating and delivering blue through astute purchasing and supply management, across a range of organizations, including services, manufacturing, governmental, and non-profits.

Pre-requisite: MKT 320 Minimum Grade of D and MKT 375 Minimum Grade of D.

SCL 352 Port Management 3 cr

A comprehensive overview of global port management practices, including the associated economic, regulatory, financial, commercial, socio-political, and data environments influencing port operations.

Pre-requisite: MKT 320 Minimum Grade of D and MKT 375 Minimum Grade of D.

SCL 353 Distribution Center Mgt 3 cr

An integrative perspective of distribution center management and materials handling, encompassing distribution planning and control, warehousing management, replenishment strategies, and the design of storage and handling systems.

Pre-requisite: MKT 320 Minimum Grade of D and MKT 375 Minimum Grade of D.

SCL 400 Supply Chain Analytics 3 cr

A comprehensive overview of the analytical tools and techniques necessary to enhance supply chain efficiency and effectiveness to ensure customer satisfaction. Focal points will include data analysis, performance measurement, big data, forecasting, and tactical, sales and operations planning, and network management.

Pre-requisite: MKT 320 Minimum Grade of D and MKT 375 Minimum Grade of D.

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