

MARKETING (MKTG)

MKTG 3128 Internship in Marketing

Credit: 1 (0-0-1)

An off-campus learning experience allowing the acquisition and application of marketing skills in an actual work setting. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites.

Restrictions: Graduate level students may not enroll.

Repeat Status: Course may be repeated 1 time(s).

MKTG 3228 Internship in Marketing

Credits: 2 (0-0-2)

An off-campus learning experience allowing the acquisition and application of marketing skills in an actual work setting. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites.

Restrictions: Graduate level students may not enroll.

Repeat Status: Course may be repeated 1 time(s).

MKTG 3311 Principles of Marketing

Credits: 3 (3-0-0)

Examination of marketing goods and services by organizations and individuals in a free-enterprise economy. Topics covered include product, channels, price, promotion, consumer behavior, the legal and other uncontrollable environments and research, international marketing, strategy and control. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: ENGL 1301 and ENGL 1302.

Restrictions: Graduate level students may not enroll.

MKTG 3328 Internship in Marketing

Credits: 3 (0-0-3)

An off-campus learning experience allowing the acquisition and application of marketing skills in an actual work setting. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites.

Restrictions: Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.

Repeat Status: Course may be repeated 1 time(s).

MKTG 3340 Consumer Behavior

Credits: 3 (3-0-0)

Analysis and evaluation of the consumer's position in the marketing structure including patterns of consumer behavior and the psychological, social and cultural forces that underlie such patterns. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3341 Marketing Research

Credits: 3 (3-0-0)

Marketing research methods as applied to management problems involving marketing strategy and policy formulation, and economic-industry-firm-sales forecasts. TSI Restriction(s): Reading, Math, and Writing.

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311, QMBS 3360 (or BUAD 3360).

Restrictions: Graduate level students may not enroll.

MKTG 3342 Integrated Mktg Communication

Credits: 3 (3-0-0)

Students investigate all elements of the promotional mix to learn how integrated marketing communications plans help organizations achieve their strategic objectives. In addition to learning theoretical best practices for traditional and digital advertising, sales promotion, public relations, and personal selling, students explore how to use artificial intelligence to maximize creativity and return on investment. During the course, students develop an original comprehensive IMC plan for a profit, nonprofit, or public organization. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3343 Digital Marketing

Credits: 3 (3-0-0)

This class will give students the theoretical understanding of the dynamic internet marketplace necessary to adopt to its many changes, while also equipping them with the skills they'll need to perform vital daily marketing functions. By the end of the course, students will be able to walk into any company with an online presence and improve their use of the internet. Computer literacy expected. Completion of College of Business prerequisites. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3345 Visual Media Marketing

Credits: 3 (3-0-0)

This course offers a practical application of graphic design concepts for branding and advertising, with a special emphasis on digital marketing. Students will learn to manipulate images and digital photographs in preparation for publication layout and design, create single and multi-page marketing communications, and design and publish content for offline and online media. This course provides students with hands-on experience through the use of state-of-the-art design tools in the development of a company's brand identity portfolio. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites or departmental approval for students pursuing the College of Business certificate, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3360 Personal Selling**Credits:** 3 (3-0-0)

The personal selling process and the use of a professional, customer-oriented, problem-solving approach in selling situations. The sales job, selection of salespeople, sales training programs, and coordination/control of the sales function. Development of fundamentals of professional selling skills. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3361 Brand Management**Credits:** 3 (3-0-0)

This course is designed to provide an understanding of how to manage a brand, with a focus on understanding the concepts underlying brands and branding. The main goal of this course is to give students a fundamental understanding of how to build, measure, and manage a brand. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: MKTG 3311 and Completion of College of Business prerequisites.

Restrictions: Graduate level students may not enroll.

MKTG 3362 Retail Marketing Management**Credits:** 3 (3-0-0)

Analysis and conceptualization of the relationship among channels of distribution members emphasizing the merchandising function of retail store management. Introduce applications of electronic commerce to retailing practice. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3363 Social Media Marketing**Credits:** 3 (3-0-0)

This course is designed to help students understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that students can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: MKTG 3311 and Completion of College of Business prerequisites.

Restrictions: Graduate level students may not enroll.

MKTG 3364 Promotional Strategy**Credits:** 3 (3-0-0)

Demand-stimulation processes of all elements of the promotional mix at all levels of the channel of distribution. Analysis of theoretical models and pragmatic applications of promotion in an organization. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3366 Services Marketing**Credits:** 3 (3-0-0)

The primary objective of this course is to prepare students to successfully apply marketing skills in today's increasingly service-oriented economy. The course is designed to help students understand the unique characteristics of services, the marketing challenges created by these characteristics, and effective ways to address these challenges. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 3367 Sport Marketing**Credits:** 3 (3-0-0)

Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: MKTG 3311 Completion of College of Business prerequisites.

Restrictions: Graduate level students may not enroll.

MKTG 4314 Global Logistics Management**Credits:** 3 (3-0-0)

A total systems approach to managing the logistical activities of the firm in a globalized environment. Analysis of total cost balanced against customer service. Warehousing, transportation, inventory control, packaging, handling and order processing activities are surveyed. Cross-listed with MGMT 4314 Formerly MKTG 3314. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 4361 Marketing Management**Credits:** 3 (3-0-0)

Capstone Marketing course for majors. Marketing functions in the firm and marketplace from the viewpoint of the marketing manager. Concepts and analytical tools used by marketing managers. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, senior standing and MKTG 3311.

Restrictions: Enrollment limited to students with a semester level of Senior. Graduate level students may not enroll.

MKTG 4363 International Marketing**Credits:** 3 (3-0-0)

Examines marketing in other countries, the marketing implications of cultural and environmental differences, international marketing research and adaptation of product, price, promotion and distribution decisions to international environments. Topics include international trade theory and the multinational firm. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites, MKTG 3311.

Restrictions: Graduate level students may not enroll.

MKTG 4396 Spec Problems in Marketing

Credits: 3 (3-0-0)

Special studies in marketing. May be repeated once for credit. TSI

Restriction(s): Reading, Math, and Writing

Prerequisites: Completion of the College of Business prerequisites.

Restrictions: Graduate level students may not enroll.

Repeat Status: Course may be repeated 1 time(s).