

DEPARTMENT OF MARKETING



Office in Rockwell Hall, Room 111
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Professor David I. Gilliland, Chair

Undergraduate Major in Business Administration

- Marketing Concentration

Certificates

- Business-to-Business Selling
- Customer Experience Management
- Marketing Communication and Branding
- Market Research and Data Analytics
- Strategic Marketing

Graduate Certificates

- Marketing Management

Courses Marketing (MKT)

MKT 300 Marketing Credits: 3 (3-0-0)

Course Description: Market and buyer analysis, product and service development, pricing, promotion, advertising, selling, and distribution.
Prerequisite: (AREC 202 or ECON 202) and (MATH 141 or MATH 155 or MATH 160).

Registration Information: Credit not allowed for both MKT 300 and MKT 305.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 305 Fundamentals of Marketing Credits: 3 (3-0-0)

Course Description: Overview of marketing activities involved in provision of products and services to consumers, including target markets and managerial aspects.

Prerequisite: AREC 202 or ECON 101 or ECON 202.

Registration Information: Credit not allowed for both MKT 305 and MKT 300. Sections may be offered: Online.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 307 Fundamentals of Sports Marketing Credits: 3 (3-0-0)

Course Description: General marketing and the application within sporting related contexts. Focuses on the nature and scope of marketing a sports franchise as well as marketing traditional products or services with the assistance of sports figures.

Prerequisite: None.

Registration Information: This is a partial semester course. Offered as an online course only. Sport Management Minors only.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 315 Marketing Communication Design Credits: 3 (3-0-0)

Course Description: Creating multiple kinds of marketing communications using graphic design software.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Business majors only.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 320 Integrated Marketing Communications Credits: 3 (3-0-0)

Course Description: Principles and practices of managing promotional activities including advertising, sales promotion, and other major media.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 330 Business Customer Relationships Credits: 3 (3-0-0)

Course Description: Managing relationships with distribution channel intermediaries and business customers.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 360 Retailing Credits: 3 (3-0-0)

Also Offered As: DM 360.

Course Description: Retail markets, institutions, operations, and problems.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Credit not allowed for both MKT 360 and DM 360. Sections may be offered: Online.

Terms Offered: Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 361 Buyer Behavior Credits: 3 (3-0-0)

Course Description: Marketing analysis of buying behavior of individuals, households, businesses, and not-for-profit organizations.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 362 Professional Selling Credits: 3 (3-0-0)

Course Description: Persuasive personal communications in selling consumer and industrial products and services.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 363 Sales Management Credits: 3 (3-0-0)

Course Description: Recruiting, selecting, training, compensating, motivating, supervising, and evaluating a sales force.

Prerequisite: MKT 300 or MKT 305.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 364 Product Development and Management Credits: 3 (3-0-0)

Course Description: Consumer and industrial product development and management issues as an integral part of the marketing mix.

Prerequisite: MKT 300 or MKT 305.

Term Offered: Fall.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 365 International Marketing Credits: 3 (3-0-0)

Course Description: Analysis of international markets and development of strategic and tactical options for marketing across national boundaries.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 366 Services Marketing Credits: 3 (3-0-0)

Course Description: Customer service issues and unique challenges involved in marketing and management of services operations.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 367 Sports Marketing Credits: 3 (3-0-0)

Course Description: The nature and scope of applying marketing strategy and tactics in the sports marketing environment.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Credit allowed for only one of the following:

MKT 367, MKT 367A, MKT 367B.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 370 Digital Marketing Credits: 3 (3-0-0)

Course Description: Introduction to digital marketing: the landscape and tactics needed to execute marketing strategy in an online, connected, world.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 410 Marketing Research Credits: 3 (3-0-0)

Course Description: Role and methodology of research in business emphasizing selection of study's direction, collecting data, and choosing techniques for analyzing these data.

Prerequisite: (MKT 300 or MKT 305) and (STAT 204 or STAT 301 or STAT 307 or STAT 311 or STAT 315).

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 440 Pricing and Financial Analysis in Marketing Credits: 3 (3-0-0)

Course Description: Financial analysis involved in addressing marketing problems; advanced study of pricing strategy and tactics.

Prerequisite: MKT 300 or MKT 305.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 450 Marketing Analytics Credits: 3 (3-0-0)

Course Description: Analytic techniques used by marketers to transform data into decision-making information.

Prerequisite: MKT 410.

Term Offered: Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 479 Marketing Strategy and Management Credits: 3 (3-0-0)

Course Description: Marketing decisions involving integration of elements of the marketing mix.

Prerequisite: MKT 410.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 486 Marketing Practicum Credits: 3 (0-0-3)

Course Description: To give students the experience of working on a real marketing problem with a team at a sponsoring firm.

Prerequisite: MKT 300 or MKT 305.

Registration Information: Written consent of instructor required.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

MKT 487 Internship Credits: 3 (0-0-9)

Course Description:

Prerequisite: MKT 300.

Registration Information: Written consent of instructor required.

Maximum of 3 credits allowed in course.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Instructor Option.

Special Course Fee: No.

MKT 492 Seminar Credits: 3 (0-0-3)

Course Description:

Prerequisite: MKT 300 or MKT 305.

Registration Information: Written consent of instructor required.

Terms Offered: Fall, Spring.

Grade Mode: Instructor Option.

Special Course Fee: No.

MKT 495 Independent Study Credits: Var[1-5] (0-0-0)

Course Description:

Prerequisite: None.

Registration Information: 2.75 GPA or better.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Instructor Option.

Special Course Fee: No.

MKT 496 Group Study Credits: Var[1-3] (0-0-0)

Course Description:

Prerequisite: None.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Instructor Option.

Special Course Fee: No.

MKT 498 Research Credits: Var[1-3] (0-0-0)**Course Description:****Prerequisite:** None.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 600 Marketing Management and Strategy Credits: 3 (3-0-0)****Course Description:** Processes of customer value creation and value capture; marketing strategy analysis.**Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Admission to a master's program in business.**Term Offered:** Spring.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 601 Marketing for Social Sustainable Enterprises Credits: 3 (3-0-0)****Course Description:** Customer and stakeholder value creation and capture. Marketing strategy with emphasis on social sustainable organizations.**Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Admission to GSSE Program.**Term Offered:** Fall.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 610 Qualitative Marketing Research Methods Credit: 1 (1-0-0)****Course Description:** Overview of qualitative research methods including focus groups, in-depth interviews, observations, and projective techniques.**Prerequisite:** BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 611 Quantitative Marketing Research Methods Credit: 1 (1-0-0)****Course Description:** Overview of the field of business research, with a focus on quantitative research methods.**Prerequisite:** BUS 601 and BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 621 Search Engine Marketing and Optimization Credit: 1 (1-0-0)****Course Description:** Focuses on search engine optimization (SEO) and search engine marketing (SEM). Students will improve the visibility of webpage(s) in the "organic results" through a variety of SEO tactics. Use paid activities (using the Google AdWords platform) to drive traffic from the search engine results page. Emphasizes application of class frameworks and concepts.**Prerequisite:** BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** Admission to a master's program in business. This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 661 Consumer Behavior Credit: 1 (1-0-0)****Course Description:** Marketing analysis of buying behavior of individual consumers.**Prerequisite:** BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 662 Strategic Selling for Business Customers Credit: 1 (1-0-0)****Course Description:** Examination of sales strategies, sales tactics and best practices in professional selling with a primary context in business selling.**Prerequisite:** BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 667 Services Marketing Management Credit: 1 (1-0-0)****Course Description:** Fundamental concepts and strategies that differentiate the marketing of services from the marketing of tangible goods, including customer satisfaction.**Prerequisite:** BUS 655.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** This is a partial-semester course. Sections may be offered: Online.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Traditional.**Special Course Fee:** No.**MKT 692 Seminar Credits: 3 (0-0-3)****Course Description:** Critical review and discussion of relevant marketing topics.**Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.**MKT 695 Independent Study Credits: Var[1-3] (0-0-0)****Course Description:****Prerequisite:** None.**Restriction:** Must be a: Graduate, Professional.**Registration Information:** 3.25 GPA or better.**Terms Offered:** Fall, Spring, Summer.**Grade Mode:** Instructor Option.**Special Course Fee:** No.