DEPARTMENT OF MARKETING

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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.
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.
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.
Grade Mode: Traditional.
Special Course Fee: No.

MKT 401  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 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 410  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: Instructor Option.
Special Course Fee: No.

MKT 487  Internship  Credits: 3 (0-0-9)
Course Description: Written consent of instructor required.
Registration Information: Written consent of instructor required.
Terms Offered: Fall, Spring.
Grade Mode: Instructor Option.
Special Course Fee: No.

MKT 492  Seminar  Credits: 3 (0-0-3)
Course Description: Written consent of instructor required.
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: Written consent of instructor required.
Registration Information: Written consent of instructor required.
Terms Offered: Fall, Spring.
Grade Mode: Instructor Option.
Special Course Fee: No.

MKT 496  Group Study  Credits: Var[1-3] (0-0-0)
Course Description: Written consent of instructor required.
Registration Information: Written consent of instructor required.
Terms Offered: Fall, Spring.
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.
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.