**Marketing-MKT (MKT)**

**Courses**

MKT 300  **Marketing**  Credits: 3 (3-0-0)
*Course Description:* Market and buyer analysis, product and service development, pricing, promotion, advertising, selling, and distribution.
*Prerequisites:* (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 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 367A  **Sports Marketing**  Credits: 3 (3-0-0)
*Also Offered As:* MKT 367B.
*Course Description:* The nature and scope of applying marketing strategy and tactics in the sports environment.
*Prerequisite:* MKT 300 or MKT 305.
*Registration Information:* Face-to-face.
*Term Offered:* Fall.
*Grade Mode:* Traditional.
*Special Course Fee:* No.

MKT 367B  **Sports Marketing**  Credits: 3 (0-0-3)
*Also Offered As:* MKT 367A.
*Course Description:* The nature and scope of applying marketing strategy and tactics in the sports environment.
*Prerequisite:* MKT 300 or MKT 305.
*Registration Information:* Offered as an online course only. This is a partial-semester course.
*Term Offered:* 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.
Prerequisites: (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 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.
Terms Offered: Fall, 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 487  Internship  Credits: 3 (0-0-9)
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 492  Seminar  Credits: 3 (0-0-3)
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.
Prerequisites: 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 Digital Marketing  Credit: 1 (1-0-0)
Course Description: Overview of social media, website management, content marketing, web analytics and search engine optimization.
Prerequisite: None.
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: S/U Sat/Unsat Only.
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.
Registration Information: This is a partial-semester course.
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.
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.
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]
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.