

MARKETING (MKTG)

MKTG 175 Principles of Marketing (3)

This course is designed to provide students with both macro and micro concepts related to basic marketing. Modules will cover market analysis (segmentation, differentiation, positioning), approaches to consumer behavior, promotion policy, pricing strategy, distribution analysis, product development, and marketing research. The material that will be reviewed will be a mix of scholarly works and practical applications. Discussions will include not only the package goods marketing but also business-to-business, service, and nonprofit applications. In the same context, examples will be provided that will add a global perspective for the course.

MKTG 275 Advertising and Promotion (3)

Prerequisite: MKTG 175

Helps students develop an understanding of the principles, processes, and methods employed in advertising for both business and non-profit organizations. Discussion will involve understanding the consumer behavior of the target market, developing advertising institutions, budgeting for advertising, creating the message and media strategy.

MKTG 371 Services Marketing (3)

Prerequisite: MKTG 175

This course is designed to provide students with an overview of the field of service marketing. Modules will cover the nature of the service industry, issues of satisfaction and creating value, developing new services, pricing and distributing them. There will be a strong emphasis on developing customer satisfaction and improving customer retention. The material that will be reviewed will be a mix of scholarly works and practical applications.

MKTG 372 Internet Marketing and e-Commerce (3)

Prerequisite: MKTG 175

This course is designed to provide students with an overview of Internet marketing strategy with an emphasis on developing the marketing mix strategies within that context. The course will show how the Internet and other technologies have increased the efficiency of traditional marketing strategies and changed consumer behavior through a power shift from firms to the mouse holders. Ethical issues will be emphasized throughout the course.

MKTG 373 Marketing for Nonprofit Organizations (3)

Prerequisite: MKTG 175

This course is designed to provide students with an overview of how the basic marketing function can apply to nonprofit organizations. Modules will cover service marketing, positioning the organization, segmentation analysis, consumer behavior from a psychological, sociological, and anthropological view, experimental marketing, strategic and marketing planning, branding, marketing and advertising research, fund raising, and advertising and public relations campaign planning. The material that will be reviewed will be a mix of scholarly works and practical applications.

MKTG 375 Marketing Management (3)

Prerequisite: MKTG 175

Studies how companies identify customer needs and influence customers to buy the firm's products or services. Topics covered include identifying marketing opportunities, developing marketing plans and implementing and controlling marketing strategies.

Restrictions: Enrollment limited to students with a semester level of Junior or Senior.

MKTG 376 Consumer Behavior (3)

Prerequisite: MKTG 175

Analyzes the individual's buying decisions in light of the effects of environmental, social and psychological factors. Consumer motivation and behavior are discussed in relation to social class, reference groups, demographics, psychographics, and exposure to the various types of information sources.

MKTG 382 Retail Management (3)

Prerequisite: MKTG 175

Analyzes the nature of retailing encompassing organizational structure, merchandising practices, promotional activities, store planning control and computerized checkout.

MKTG 383 Principles of Sales (3)

Prerequisite: MKTG 175

Explores the fundamentals of selling. Topics include planning the sales presentation, how to make a sale, ethics in selling, how to make a cold sales calls, and the sales person's role in the economy.

MKTG 395 International Marketing (3)

Prerequisite: MKTG 175

Emphasizes multi-national marketing and the activities of multinational corporations. Time is spent discussing the environments of international marketing, as well as the formulation of a multi-national marketing program.

MKTG 493 Marketing Lab (1-3)

Is an experiential learning activity designed to integrate the theory learned in a student's business course work with experience in the workplace. Labs may be designed to include experiences such as small projects, participation in events, observing business practitioners in the workplace, etc. Labs can be in connections with a specific course or as stand-alone experiences.

MKTG 494 Topics in Marketing (1-3)

Courses not specifically listed in the catalog may be taught under this title.

MKTG 496 Independent Study (1-3)

Allows students to select their own topic of investigation and determine their own way of pursuing and reporting work. A faculty advisor serves as a resource person. Students provide goals, materials, and criteria for evaluation. Requires approval of Dean.

MKTG 498 Marketing Internship (1-15)

Provides a supervised, practical experience for an extended period of time for advanced students through the business department.