MARKETING (MKTG)

MKTG 3310 Principles of Marketing 3 Credits
Department: College of Business
A description and analysis of business activities designed to plan, price, promote and distribute products and services to customers. Topics studied include: the marketing environment, consumer buying habits and motives, types of middlemen, marketing institutions and channels, governmental regulations, advertising and current marketing practices.
Restriction(s):
Students with a class of Freshman or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 3350 E-Marketing 3 Credits
Department: College of Business
Tools and techniques of marketing on the Internet are introduced in the context of E-business. From the perspective of strategic marketing, students learn how to effectively leverage technology in applying fundamental marketing theories and concepts to harness the marketing potential of the Internet.
Prerequisite(s): MKTG 3310
Restriction(s):
Students with a class of Freshman or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 3360 Consumer Behavior 3 Credits
Department: College of Business
Acquaints the student with consumer behavior models and behavior research techniques.
Prerequisite(s): MKTG 3310
Restriction(s):
Students with a class of Freshman or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4310 Marketing Management 3 Credits
Department: College of Business
The planning and execution of various marketing activities from the managerial viewpoint are presented, via: determining the basic product or service market analysis, price policies, product promotion, management of the sales force and sales analysis and physical distribution with logistics system concept.
Prerequisite(s): MKTG 3310
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4330 International Marketing 3 Credits
Department: College of Business
A survey of international marketing, world markets, political restraints in trade and international marketing principles.
Prerequisite(s): ECON 1301 or (ECON 2301 and ECON 2302) and ACCT 2301 and MKTG 3310 and MGMT 3310
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4340 Marketing Promotion 3 Credits
Department: College of Business
This course is an overview of the broad field of advertising; creation of primary and selective demand; promotional programs selection; media effectiveness coordination of promotional mix and a selection and determination of advertising.
Prerequisite(s): MKTG 3310
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4350 Entrepreneurial Market Opportunities 3 Credits
Department: College of Business
This course focuses on recognizing opportunities in the marketplace, analyzing industry/market trends, size, growth opportunities, niches and capitalizing on opportunities through new business creation.
Prerequisite(s): MKTG 3310
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4360 Marketing Research 3 Credits
Department: College of Business
The importance and use of marketing research in business is stressed. A detailed analysis is made of each marketing research step from the formulation of the problem to the preparation of the research report and follow-up. The basic research methods (survey, observational and experimental) are presented.
Prerequisite(s): (BUSI 2305 or BUAL 2305) and MKTG 3310
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4370 Advanced Marketing Problems 3 Credits
Department: College of Business
Oral and written cases in the area of marketing management and marketing strategy are utilized (organization, product lines, pricing, channels of distribution, selling, etc.). Emphasis is placed on simulated problem solving and decision making in the marketing environment.
Prerequisite(s): MKTG 4310 and FINC 3310 and (BUAL 2305 or BUSI 2305)
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 4380 Marketing Analytics 3 Credits
Department: College of Business
This course will provide an overview of Marketing Analytics. There will be a discussion of the importance of analytics in business and its evolving role in the context of data deluge phenomenon in the contemporary business world. We will study critical concepts including artificial intelligence, the state-of-the-art data analytic techniques and experimental design. Students will develop skills including extracting data from the web, accessing data using queries, and data analysis. We will explore analytical tools that are applicable to areas of segmentation, targeting and positioning and marketing mix models. The course proceeds through a combination of lectures and problem assignments, which involves a statistical software package of the student's choice. A major part of the course is a group project, where students are expected to put some of their acquired knowledge to practical use.
Prerequisite(s): MKTG 3310 and (BUSI 2305 or BUAL 2305)
Restriction(s):
Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5300 Marketing Concepts 3 Credits
Department: College of Business
Marketing orientation and concepts; marketing programs of domestic and global perspectives in the formulation and development of strategies with regard to price, product, channels of distribution, and promotion of goods and services within an ever-changing environment.
May be Repeated for a maximum of 9 hours
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5310 Marketing Management 3 Credits
Department: College of Business
An intensive study of specific marketing concepts and theories. Marketing strategies for the national and multinational firms are surveyed. Emphasis is placed on reading from current journals and other related publications.
May be Repeated for a maximum of 9 hours
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5340 International Marketing 3 Credits
Department: College of Business
Analysis and planning of marketing mix on an international scale. The course focuses on the aspects of international marketing such as the international market, the identification of global opportunities and threats, the formulation of international marketing strategy, and the organizations and control of global marketing.
May be Repeated for a maximum of 9 hours
Prerequisite(s): MKTG 5200 or MKTG 3310
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5350 Digital Marketing 3 Credits
Department: College of Business
This course is a comprehensive review of marketing strategies that are enabled and enhanced by rapidly-evolving electronic and interactive media and communication methods. Analysis of current events and business cases involving online marketers is an integral part of the course. Offered: Summer
May be Repeated for a maximum of 9 hours
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5360 Consumer Behavior 3 Credits
Department: College of Business
The purpose of this course is to introduce MBA students to the behavioral concepts and strategic implications of consumer behavior. The perspectives of both the marketing manager, who must understand customers in order to develop, evaluate and implement effective marketing strategies and the consumer, who must utilize marketing information to make decisions will be considered. In this course, concepts and theories from various behavioral sciences as well as business will be examined to determine how they can help marketers better understand and shape consumers' behaviors such that strategic decision making can be improved.
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5370 Market Research 3 Credits
Department: College of Business
This course prepares students in data analytical skills pertaining to market research. Students are expected to develop skills in the JMP software program which will encompass the preparation of data for analysis along with various analytical techniques related to multivariate data analysis, such as multiple regression, cluster, factor and discriminant analysis. Practical hands on software exercises will be complemented by theoretical knowledge based on course materials, based on the required book.
Prerequisite(s): MKTG 5310 and BUAL 5380
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

MKTG 5390 Special Topics in Marketing 3 Credits
Department: College of Business
Investigation into special areas of Marketing under the guidance of a faculty member. Prerequisite: Permission of supervising faculty member and chair of the department. May be repeated if topics vary.
May be Repeated for a maximum of 12 hours
Restriction(s):
Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS