MARKETING (MKT)

College of Business and Public Management

Courses

MKT 200. Survey of Marketing. 3 Credits.
Examines the impact of marketing systems in producing a standard of living in local and global economies. Topics include the structure and functions of marketing within an organization, the role of customers, and the competitive, political/legal/regulatory, economic, social-cultural, and technological environments in which these systems operate. May not be taken for credit after completion of any other marketing course. Open to nonbusiness majors.
Typically offered in Fall & Spring.

MKT 250. Principles of Marketing. 3 Credits.
This course facilitates an understanding of key marketing strategy concepts and frameworks in order to engage effectively cross-functionally, globally, and in diverse environments, to keep markets and their unique needs top-of-mind in decision-making processes, and to drive successful business performance. You will learn to evaluate, develop, implement, and upgrade marketing plans, and to understand marketing's connection to the other functions. Assorted career opportunities in industry are also discussed.
Pre / Co requisites: MKT 250 requires prerequisites of C or higher in ECO 111 or ECO 112, and sophomore standing.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MKT 330. Consumer Behavior. 3 Credits.
Pre / Co requisites: MKT 330 requires prerequisites of MKT 250 or MKT 200 with a minimum grade of C and minimum 2.50 CUM GPA.
Typically offered in Fall & Spring.

MKT 340. Personal Selling. 3 Credits.
Analysis of the selling process applied to sales calls and sales strategies, communication, persuasion, motivation, ethics, interpersonal relationships, negotiations, and professionalism. Emphasis on case studies.
Pre / Co requisites: MKT 340 requires prerequisite of MKT 250 or MKT 200 with a grade of C. Minimum 2.50 CUM GPA. Majors only.
Typically offered in Fall & Spring.

MKT 350. Advertising & Buyer Behavior. 3 Credits.
A study of advertising and sales promotion management with a major focus on organization, media, strategy, campaigns, legal control, consumer behavior, budgeting, and the coordination of these activities with overall marketing programs.
Pre / Co requisites: MKT 350 requires prerequisite of MKT 250 or MKT 200 with a grade of C. Minimum 2.50 CUM GPA Majors only.
Typically offered in Fall & Spring.

MKT 360. Marketing Research. 3 Credits.
Systematic definition of marketing problems, strategies for data collection, model building, and interpretation of results to improve marketing decision making and control.
Pre / Co requisites: MKT 360 requires prerequisites of MKT 250 and minimum 2.50 CUM GPA.
Typically offered in Fall & Spring.

MKT 380. International Marketing. 3 Credits.
Historical and theoretical background of foreign trade, world marketing environment and world market patterns, marketing organization in its international setting, and international marketing management.
Pre / Co requisites: MKT 380 requires prerequisite of MKT 250 and minimum 2.50 CUM GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MKT 399. Transfer Elective Upper Level. 1-10 Credits.
Transfer Elective Upper Level.
Repeatable for Credit.