

MKT: MARKETING

College of Business and Public Management

Courses

MKT 199. Transfer Credits. 1-10 Credits.

Transfer Credits.
Repeatable for Credit.

MKT 250. Principles of Marketing. 3 Credits.

This course will discuss the strategic importance of marketing to for-profit and non-profit organizations. Several key aspects of marketing will be reviewed, such as consumer behavior, personal selling, product positioning, pricing, market segmentation, B2B, B2C, services, advertising, sales promotion, direct and indirect channels of distribution, new product development, and retention of customers.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 330. Consumer Behavior. 3 Credits.

Foundations of consumer behavior. Market structure and consumer behavior, purchase strategy and tactics, determinants and patterns of consumer behavior. An integrated theory of consumer behavior is sought.

Pre / Co requisites: MKT 330 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall & Spring.

MKT 340. Personal Selling. 3 Credits.

The course is designed to introduce students to both the theory and practice of personal selling. In this course, students are required to conduct product demonstration, role plays, and sales-related writing assignments. This course emphasizes the need for salespeople to adapt their selling strategies to customer needs, buyer social styles, and relationship perspectives. Class sessions are featured by a complete discussion of how sale is made through effective oral communications.

Pre / Co requisites: MKT 340 requires a prerequisite of a minimum 2.50 cumulative GPA.

Gen Ed Attribute: Speaking Emphasis.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

MKT 345. Sales Management and Forecasting. 3 Credits.

Students will be exposed to the responsibilities of a sales manager and the strategic role of sales analytics and forecasting within the organization. The course is designed to teach students how to formulate, implement, and evaluate a sales program. A combination of lectures, cases and class discussions will be utilized.

Pre / Co requisites: MKT 345 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall & Spring.

MKT 348. Multimedia Presentation and Showcasing. 3 Credits.

This course provides students the opportunities of developing multimedia presentation and showcasing skills in professional selling and concludes with hands-on exercises. The learning modules cover all key processes in multimedia presentation, including multimedia planning, multimedia production, multimedia resources, multimedia content delivery, and presentation strategies. The course also covers showcasing techniques for presentations and trade shows.

Pre / Co requisites: MKT 348 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 350. Advertising. 3 Credits.

This course will help students to develop a thorough understanding of the advertising process by learning to develop effective and efficient creative from the client's perspective. Students will learn how to ask an ad agency to develop creative work for them and then be able to professionally critique their results. The course focuses on organization, media, strategy and planning, budgeting, and the coordination of campaign activities with overall marketing programs. Students will learn-by-doing, developing advertising individually and as part of a creative team. No artistic ability is needed.

Pre / Co requisites: MKT 350 requires prerequisites of MKT 250 and minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 351. Campaign and Event Marketing. 3 Credits.

This course will teach students how to apply marketing and research skills to create comprehensive campaigns and events. Students will utilize market research, strategic planning, creative development, media planning and integrated marketing communications to develop effective campaign and event plans.

Pre / Co requisites: MKT 351 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 352. Search Engine Marketing. 3 Credits.

This course helps students acquire practical skills in search engine marketing. Via hands-on learning, the course provides technical foundations of various search engine marketing tools and metrics. Altogether, the topics covered in the course offer a systematic approach to understanding search engine marketing. Students will gain competence in using information and data for optimizing search engines from the advertising perspective. This course is a key part of learning how to take advantage of the latest information for achieving optimal digital marketing outcomes.

Pre / Co requisites: MKT 352 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 353. Branding. 3 Credits.

Students will examine how brand experiences and brand equity influence an organization's marketing outcomes. Students will study branding from the consumer perspective as well as from the managerial perspective to highlight the importance of the branding process. Students will learn cutting-edge frameworks and concepts in branding. Additionally, students will apply the learned branding knowledge in practice for effective brand management.

Pre / Co requisites: MKT 353 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

MKT 355. Social Media Marketing. 3 Credits.

This course is designed to develop students' social media marketing skills. This course highlights topics such as integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools.

This course requires a project that gives students hands-on experience implementing social media marketing strategies. Upon completion, students should be able to use social media technologies to create and improve social media for businesses.

Pre / Co requisites: MKT 355 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 356. Influencer Marketing. 3 Credits.

This course will provide students a thorough understanding of influence management and platforms, and help students acquire expertise and experience in influencer marketing. Students will analyze case studies of influencers, attend presentations by influencers and communication managers, read articles in both academic journals and business media, as well as practice influencer marketing using digital tools and tactics.

Pre / Co requisites: MKT 356 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

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 a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall & Spring.

MKT 365. Marketing Analytics. 3 Credits.

This course helps students acquire practical marketing skills in data analytics. It provides technical foundations of various analytical tools and marketing metrics. The application of marketing analytics in various marketing areas, such as customer segmentation, customer value assessment, e-commerce, marketing communications, social media, and sales, will be examined. Students will gain competence in collecting, analyzing, reporting, and using information and data. This course is a key part of learning how to take advantage of the latest information technologies for achieving optimal marketing outcomes.

Pre / Co requisites: MKT 365 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 368. Customer Database Management. 3 Credits.

This course introduces basic customer database concepts to students. The focuses of the course include how to retrieve data from database with a range of simple to complex SQL queries; how to design a database from scratch; how to access a database using programming languages such as R or Python; and how to query a database with the programming languages.

Pre / Co requisites: MKT 368 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 369. Artificial Intelligence for Business. 3 Credits.

This course provides students with the latest generation of artificial intelligence (AI) techniques used for business. This course introduces basic AI concepts and techniques such as machine learning, natural language processing, robotics, and image processing. The course illustrates both the potential and current applications of these techniques. Exercises include hands-on application of basic AI techniques as well as a selection of appropriate technologies for a given business problem.

Pre / Co requisites: MKT 369 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall & Spring.

MKT 370. Marketing Technology. 3 Credits.

The purpose of this course is to familiarize students with the role technology now plays in the field of marketing. Virtually every area of marketing from identifying customers to designing products to promotion to delivery is now affected by technology. Moreover, marketing managers must not only be aware and understand these technological factors, but they must also know how to use them to gain competitive advantage.

Pre / Co requisites: MKT 370 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 371. E-Commerce and Platforms. 3 Credits.

This course provides students with an overview of the basic principles of e-commerce and platforms-management concepts, which are reflected in the current digital marketing environment. In the course, the student will develop a solid understanding of the key success factors in today's ever-changing e-commerce market. During this course, students will utilize fundamental concepts learned, integrated with computer skills to manage e-commerce and digital platforms.

Pre / Co requisites: MKT 371 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

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 383. Fashion Marketing. 3 Credits.

This course examines the environment in which fashion thrives and the factors that influence fashion behavior. Students will study the terminologies and industry trends in the marketing process for fashion. Students will also study product development and management in the fashion industry and the methods of promotion, selling, and pricing.

Pre / Co requisites: MKT 383 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

MKT 385. Entrepreneurial Marketing. 3 Credits.

This course examines the venturing process and related marketing mix for entrepreneurs to launch and grow successful entrepreneurial business in diverse communities. Students learn about the challenges and best practices for entrepreneurial venturing in a diverse surrounding environment. Altogether, the topics covered in the course offer a systematic approach to understanding the key success factors for entrepreneurs emerging from the bottom of the pyramid.

Pre / Co requisites: MKT 385 requires a prerequisite of a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

MKT 388. Sports Marketing and Sponsorship. 3 Credits.

This course helps students gain comprehensive understanding of sports marketing by examining in-depth the sports marketing mix of product (sports personnel, brands, and organizations), price (cost of training, licensing, and marketing), place (sports geography), and promotion (sponsorship, advertising, hospitality marketing, event marketing, and public relations). The course also highlights sports sponsorship from a business perspective and teach students about business relationships bonding sports and the sponsoring organizations.

Pre / Co requisites: MKT 388 requires a prerequisite of a minimum 2.50 cumulative 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.

MKT 410. Independent Studies in Marketing. 1-3 Credits.

Special research projects, reports, and readings in marketing. Open to seniors only.

Pre / Co requisites: Minimum 2.50 CUM GPA.

Consent: Permission of the Department required to add.

Repeatable for Credit.

MKT 420. Digital Marketing Strategy. 3 Credits.

This course will introduce students to the key stages and terms of digital media strategy, guide them through the practical steps in creating and editing integrated digital media, and walk them through how, where, and why they can create, edit, and share digital media to achieve marketing objectives.

Pre / Co requisites: MKT 420 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

Typically offered in Fall, Spring & Summer.

MKT 425. Marketing Strategy and Planning. 3 Credits.

Application of the skills required for effective managerial decision making and communication using a team approach. Emphasis on case studies, computer simulations, and the development of a marketing plan; oral and written presentation of results.

Pre / Co requisites: MKT 425 requires prerequisites of MKT 250, MKT 330, MKT 360, and minimum 2.50 cumulative GPA.

Gen Ed Attribute: Writing Emphasis.

Distance education offering may be available.

Typically offered in Fall, Spring, Summer, Winter.

MKT 440. Applied Marketing Project. 3 Credits.

Team research projects that require an in-depth investigation of a current topic in marketing, and the preparation and presentation of an oral and written professional report.

Pre / Co requisites: MKT 440 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Consent: Permission of the Department required to add.

Typically offered in Fall, Spring & Summer.

Repeatable for Credit.

MKT 443. Digital Marketing Research and Consulting. 3 Credits.

This course offers applied experience through client-based marketing projects that require an in-depth investigation of digital marketing problems, as well as an oral presentation and written professional report.

Pre / Co requisites: MKT 443 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Consent: Permission of the Department required to add.

Typically offered in Fall, Spring & Summer.

Repeatable for Credit.

MKT 460. Marketing Internship. 3 Credits.

The marketing internship is designed to enhance the student's educational experience by providing a substantive work experience in the business world. Students taking this course in the fall or spring semester are limited to a total of 15 semester hours.

Pre / Co requisites: Minimum 2.50 CUM GPA.

Consent: Permission of the Department required to add.

Typically offered in Fall, Spring & Summer.

Repeatable for Credit.

MKT 461. Marketing Internship. 6 Credits.

The marketing internship is designed to enhance the student's educational experience by providing a substantive work experience in the business world. A minimum of 270 hours of work in the internship is required. Students scheduling this course in the fall or spring semester are limited to a total of 12 semester hours.

Pre / Co requisites: MKT 461 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.

Consent: Permission of the Department required to add.

Typically offered in Fall, Spring & Summer.

MKT 462. Marketing Internship. 1-2 Credits.

A marketing internship provides student interns with an opportunity to explore career interests in marketing while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks in the marketing field.

Pre / Co requisites: MKT 462 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.

Consent: Permission of the Department required to add.

Typically offered in Fall, Spring & Summer.

Repeatable for Credit.

MKT 490. Special Topics in Marketing. 3 Credits.

Special topics in marketing not covered under existing, regularly offered courses.

Pre / Co requisites: MKT 490 requires prerequisite of MKT 250 and minimum 2.50 CUM GPA.

Repeatable for Credit.