

Marketing (MRKT)

MARKETING AND FINANCE

Head of the Department:	Professor Cudd
Professors:	Budden, Tate
Associate Professors:	Duggal, McKay, O'Hara, Shaffer
Assistant Professors:	Brown
Instructors:	Grace, Ridgedell, Stirling

MARKETING (MRKT)

303. Principles of Marketing. Credit 3 hours. Prerequisite: Junior standing. An introductory analysis of the marketing functions and institutions; problems involved in the methods of marketing products; introduction to the area of marketing management.

314. Public Relations. Credit 3 hours. Prerequisite: English 102 and Junior standing. This course provides an introduction to the purposes and practices of public relations, its role in administration, its role in society, and its potential as a career. This is a survey course which emphasizes both theory and practice.

319. Consumer Behavior. Credit 3 hours. Prerequisite: Marketing 303 and Junior standing. A study of consumer interests, consumer needs, and demands, and an exploration of the cultural, social, and psychological determinants of buying behavior. Emphasis is placed on the behavioral sciences with the aim of providing bases for developing marketing strategy.

321. Personal Selling. Credit 3 hours. Prerequisite: Junior standing. A study of the principles of salesmanship; including background for selling, and the selling process, with special emphasis on the oral sales presentation by the student.

331. Retailing. Credit 3 hours. Prerequisite: Marketing 303 and Junior standing. A course dealing with the retail store, emphasizing the importance of organization, location, store policies and administrative decision making.

332. Business to Business Marketing. Credit 3 hours. Prerequisite: Marketing 303 and Junior standing. A problem-solving approach to the marketing of business, industrial, and governmental goods and services; including an analysis of the purchasing function from the vendor's viewpoint. Emphasis is given to product planning and development; technical advisory and management services; distribution channels and methods; cost/price/profit relationships and practices; and promotion in the various segments of the industrial market.

- 342. Advertising. Credit 3 hours. Prerequisite: Junior standing. An introductory course in advertising, including an explanation of its vast importance in the distribution of consumer goods, description of the various methods of advertising and the developing of the copy and the layout of the complete advertisement.**
- 391. Marketing Internship. Credit 3 hours. Prerequisite: Marketing 303, 2.5 adjusted grade point average and permission of the Department Head. Marketing Internship provides a student with marketing experience in an assignment selected and approved by the University with a cooperating business firm. Semester hours credit are earned at a rate of one semester hour for each 120 hours of approved work experience. Only marketing majors can receive credit for the Marketing Internship course. All grades are assigned on a Pass/Fail basis.**
- 392. Marketing Internship. Credit 3 hours. Continuation of Marketing 391. In order to obtain credit for Marketing 392, the work assignment must be different from that of Marketing 391.**
- 425. Sales Management. Credit 3 hours. Prerequisite: Marketing 303. A study of the principles and concepts of sales planning and control. Emphasis is placed on the organization of sales departments, developing territories, motivating salesmen, and control over sales operations.**
- 432. Marketing Research. Credit 3 hours. Prerequisites: Marketing 303 and Management 261. A study of modern marketing research techniques and their application by marketing management to marketing strategy, sales forecasting, pricing, packaging, distribution, and other areas requiring marketing management decisions.**
- 443. International Marketing. Credit 3 hours. Prerequisite: Marketing 303. A study of resources of foreign market information; trading channels abroad; elements of foreign market surveys; foreign sales promotion; financing of international trade transactions.**
- 444. Marketing Management. Credit 3 hours. Prerequisites: Marketing 303, 432 and Senior standing. A study of Marketing from managerial viewpoints. A critical analysis of opportunity assessment, marketing planning and programming, marketing leadership and organization, evaluation and adjusting marketing effort.**
- 475/575. Current Marketing Issues. Credit 3 hours. Prerequisite: Marketing 303 or consent of the instructor. A variable content course which treats subjects of special interest in the field of Marketing. The content may change from semester to semester and will be announced in advance. May be taken by both majors and non-majors. May be repeated once for a total of six-hours credit if different topics are studied.**
- 623. Marketing Communications. Credit 3 hours. Prerequisites: Marketing 303 and Graduate standing. A study of the role that advertising, marketing information systems, personal selling, promotion, public relations, and communications theory play in the accomplishment of a firm's**

total marketing objectives.

650. Business Research. Credit 3 hours. Prerequisites: Management 261 and Graduate standing. Examination of research methods and techniques and their application to individual problems. Introduction to sources of business information. Emphasis on basic experiment, survey, and descriptive techniques. The place of business research in management.

673. Marketing Administration. Credit 3 hours. Prerequisites: Marketing 303 and Graduate standing. A study of the various problems and policy decisions required in the areas of product policies, price policies. distribution policies, and promotion policies.

695. Special Topics in Marketing. Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in marketing. This course may be repeated once for a total of six credit hours if different topics are studied.

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