

MARKETING (MRKT)

123. Contemporary Marketing. Credit 3 hours. A survey course which introduces the student to the ABCs of marketing. Focuses on current developments in the application of marketing techniques in such areas as entertainment (e.g., movies), special events (e.g., festivals, sports, concerts), and e-Commerce. Designed to serve various groups of students—those from other colleges/departments who would like to develop an understanding of marketing; those who are undecided about a major and would like to explore marketing as a possibility; and those who desire to take a contemporary marketing course to assist them in their present career path. Not open to students who have previously earned credit for Marketing 303 or Juniors and Seniors majoring in the College of Business. May be used as a Business Elective, but not a Marketing Elective in the Marketing Degree Curriculum.

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.

320. Purchasing Management. Credit 3 hours. Prerequisites: MRKT 303 and Junior Standing. A course that introduces the role of purchasing in the organization along with its basic functional areas including the evolution of the function, the purchasing process, policy and procedures, strategic sourcing, outsourcing, supplier evaluation, supplier selection, quality management, supplier development, international sourcing, cost management, contracts, negotiation, purchasing of transportation services, EDI, and the legal and ethical aspects of purchasing. Credit toward the degree will not be granted for both MRKT 320 and OMIS 325

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: MRKT 303, Junior Standing, 2.5 adjusted grade point average and permission of the Department Head. The Marketing Internship provides a student with marketing experience in an assignment selected and approved by the University with a cooperating business firm. Students will earn three hours credit for a minimum of 300 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: MRKT 303 and OMIS 200. 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.

435. e-Commerce and Marketing Strategy. Credit 3 hours. Prerequisites Junior standing, MRKT 303, OMIS 360 and Junior Standing. This course introduces students to Internet-based marketing strategy and related issues, ranging from identification of market opportunities via WWW to evaluation of marketing strategy on the Internet. Topics include: e-Business models, identification of online business opportunities and market segmentation, online marketing research, online customer behavior, the Internet marketing strategy and its components, the Internet as a distribution channel, Internet sales process, virtual storefront, online customer relationship management, effective pricing decisions, and implementation of e-commerce marketing strategy and its evaluation.

442/542. Advanced Advertising. Credit 3 hours. Prerequisites: Marketing 303 and 342, Senior or Graduate standing. An advanced course emphasizing the application of previously learned advertising principles through the development of multiple advertisements for a variety of media including magazines, radio and television. Additional course work will be required for 542 credit.

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 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 Department Head. 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.

476. Asian Marketing Issues. Credit 3 hours. Prerequisite: Junior Standing. This course is designed to enrich students' awareness and appreciation of Asian marketing practices and their understanding of the Asian market. Implication of Asian marketing practices, regional economic integration, and environmental issues as they relate to marketing are investigated.

478. Latin American Marketing Issues. Credit 3 hours. Prerequisite: Junior Standing. Credit 3 hours. Prerequisite: Junior Standing. This course is designed to enrich students' awareness and appreciation of Latin American marketing practices and their understanding of the Latin American market. Implications of Latin American marketing practices, regional economic integration, and environmental issues as they relate to marketing are investigated.

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: OMIS 200, 600 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.

676. Strategic Marketing Management in Asia. Credit 3 hours. Prerequisite: Graduate Standing. This course is an in-depth look at marketing management activities in Asia. Marketing strategy application and current activities impacting marketing efforts are studied. This course is designed to give students insights into how regional and global issues impact marketing.

678. Strategic Marketing Management in Latin America. Credit 3 hours. Prerequisite: Graduate standing. This course is an in-depth look at marketing management activities in Central America. Marketing strategy applications and current activities impacting marketing efforts are studied. The course is designed to give students specific insights into how regional and global issues impact marketing.

695. Special Topics in Marketing. Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in marketing.