

MARKETING (MKT)

MKT 301. Principles of Marketing. 3 Credit Hours.

An introductory study of the basic principles and problems of marketing. Its relationship to the consumer as well as its role in the operation of profit and non-profit seeking organizations. Emphasis is on an integration of the marketing "mix": product, price, place, promotion as the logical approach to the marketplace.

MKT 310. Advertising. 3 Credit Hours.

A basic course dealing with the function, theory and principles of advertising. Covers the significance of advertising, its relation to marketing, advertising research, the consumer and the application of the planning and preparation of an advertising campaign.

Prerequisite: MKT 301.

MKT 320. Transportation. 3 Credit Hours.

This course is a study of domestic transportation in the United States and the role of transportation in physical distribution systems. The course deals with rates, regulations, national transportation policy, carrier operations, transport in the area of physical distribution and current issues in the field.

Prerequisites: marketing concentration major; MKT 301.

MKT 330. Consumer Behavior. 3 Credit Hours.

The study of consumer behavior variables and their impact on marketing. Includes consumer behavior models, motivation, perception, attitudes, the influences of family, society and culture.

Fulfills Core Requirement(s): Interdisciplinary Studies (IDS).

MKT 401. Marketing Research. 3 Credit Hours.

An investigation of the information requirements of marketing managers in the management of marketing activities. Topics include design of the research, methods of data collection and analysis, as well as interpretation of the data and its limitations. Actual research is conducted by the student. Senior standing required.

Prerequisites: Marketing concentration major; MKT 301 and STA 201.

MKT 402. Marketing Management. 3 Credit Hours.

This course involves the practical application of the theories and concepts discussed in the other marketing offerings. Actual case studies are used so the student may investigate the process of planning, organizing, directing and controlling the marketing function in the modern organization.

Prerequisites: marketing concentration major; MKT 401.

MKT 405. Sports Marketing. 3 Credit Hours.

This course examines the field of sports marketing. A strategic marketing perspective is utilized in an examination of sports products and their pricing, promotion and distribution. Both sports participants and spectators are examined in their roles as consumers. Prerequisite or corequisite: MKT 301.

MKT 406. Nonprofit Marketing. 3 Credit Hours.

This course explores the role of marketing strategy used by nonprofit organizations. While the number of non-profits continues to grow, many face significant declines in traditional sources of revenue, dramatic changes in their customer mix, and bold new competition. Many non-profits need help in rethinking where they are going and what broad strategies they should be using to get there. Marketing strategy is quickly becoming the most critical discipline needed by nonprofit organizations.

Prerequisite: MKT 301.

MKT 407. Social Media Marketing. 3 Credit Hours.

This course examines the ways in which interactive technologies are changing the rule and processes for customer engagement. The course will survey the landscape of social media tools with an eye towards critically analyzing their role as effective means for delivering and receiving marketing messages and communications. Special emphasis will be placed upon cornerstone digital marketing techniques that feature utilization of technologies that depend upon customer participation. The social media tools to be analyzed include Google, Facebook, LinkedIn, Twitter, Vine, Instagram, Pinterest, YouTube, \$Square, Tumblr, BlogSpot, and Yelp! The course will introduce students to the above commonly used social media tools in the marketing and business context by critically examining the functionality and technological underpinnings that enhance their utility as functionality and technological underpinnings that enhance their utility as marketing devices as well as the risks that might be associated with their use. This course will challenge students to look at social media in a new and more expansive way by requiring them to examine social media's potential benefits and limitations, as well as appropriate ethical concerns, when used professionally for the purposes of marketing. Prerequisite(s): MKT 301 and STA 201.

MKT 410. Brand Management. 3 Credit Hours.

Brands are one of the most valuable assets of a company. A strong brand can have a significant impact on consumer purchase decisions and company profitability. Therefore, effective brand management is crucial in maintaining the long-term profitability of any organization. Consequently, it has become one of the top priorities for companies. This course provides students with insights into how profitable brand strategies can be created and managed. In doing so, students will learn how to build and manage brands successfully. The course blends marketing theory and practice to provide students with a comprehensive perspective on brand management strategies. Prerequisite(s): MKT 301.

MKT 415. Business Intelligence. 3 Credit Hours.

This course provides an introduction to Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Business Intelligence requires foundation knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses. Students will learn to extract and manipulate data from these systems and assess security-related issues. Data mining, visualization, and statistical analysis along with reporting options such as management dashboards and balanced scorecards will be covered. Technologies utilized in the course included SAP Business Warehouse, SAP Business Objects, Crystal Reports, and RapidMiner.

Prerequisite: MIS 201 or permission of the instructor.

Cross-listed Courses: MIS 415, ANL 415, CTS 415

MKT 417. Digital Marketing I. 3 Credit Hours.

The increased consumption of digital technologies has led to a dramatic increase in the amount of time and money consumers spend online. As a result, it is becoming crucial for marketers to develop a digital marketing strategy to build meaningful customer relationships. This course provides students with insights into how profitable digital marketing strategies can be created and managed. In doing so, students will learn how to develop effective digital marketing strategies that connect with consumers.

Prerequisite(s): MKT 301.

MKT 418. Digital Marketing II. 3 Credit Hours.

People are regularly consuming content through different forms of digital media to interact with the world. As a result, it is becoming increasingly important for marketers to develop meaningful content to connect with consumers. This course teaches students how to create engaging digital stories grounded in sound marketing principles. By learning how to create digital content to build meaningful connections with consumers, students enhance their understanding of digital marketing.

Prerequisite: MKT 301.

MKT 420. Marketing Analytics. 3 Credit Hours.

With the increased use of big data creating a paradigm shift in how marketers make decisions, the need to be able to extract meaningful information from this voluminous amount of data to make smarter decisions is becoming more important than ever. The course will provide students with the tools to develop a systematic, analytical approach to marketing decision making. The course aims at preparing students to (1) understand the value of competitive advantages leveraged by analytics; (2) understand the existence, advantages and limitations of different analytical approaches; and (3) to apply, interpret the input, and communicate the output from these tools and models, and apply them to help make fact-based decisions. The course takes on a hands-on experiential approach with real-world databases to facilitate the comprehension of the different analytical approaches discussed in class.

Prerequisites: MKT 301, STA 202.

Cross-listed Courses: MIS 420, ANL 425

MKT 425. Industrial Marketing. 3 Credit Hours.

This course analyzes the strategic and operational decisions faced by industrial marketing managers. Emphasis is on the marketing management implications of market segmentation strategies, market planning, innovation/new product development, overall marketing strategy formulation and the substrategies of product, price, promotion and physical distribution.

Prerequisites: marketing concentration major; MKT 301.

MKT 435. Green Marketing. 3 Credit Hours.

This course explores the core principles necessary to create competitive advantages in the marketplace by implementing innovative green marketing strategies. As business becomes more aware of the need to be sustainable, marketers need to help companies with this effort. Today's marketing professional needs to do more than sell products, they need to be part of the cultural shift and move toward a more sustainable marketing practice. Topics include green marketing core principles, corporate responsibility, green sales strategies, green marketing matrix, sustainable business alliances, green marketing vs. market share, green marketing creative writing and how to create a green marketing strategy plan. Students should leave the course with a comprehensive understanding of the core principles of green marketing and how to integrate sustainable strategies into marketing practices that will improve a brand's bottom line.

Fulfills Core Requirement: Interdisciplinary Studies (IDS).

MKT 440. Sports Consortium. 3 Credit Hours.

This course brings in professionals from the sports industry to share their experiences with the students. Students will be introduced to many facets of the sports industry. Professionals from sports marketing, sports management, facilities management, sports information, sports law, sponsorship, sports operations, sports events coordination, and sporting goods will introduce students to their respective fields. The objective of this course is to engage students in a meaningful manner with alumni in fields of interest to them. Prerequisite(s): MKT 301 and MKT 405.

MKT 445. Mobile Applications & Business Stratgs. 3 Credit Hours.

The course explores the important challenges and needs of today's organizations to go mobile to connect with their stakeholders. Students will learn the technical, managerial and marketing aspects of mobile applications. Technically, they will learn the development process and technical infrastructure of mobile applications. Managerially, students will learn how to develop business strategies to exploit mobile applications for the advancing and repositioning of organizations. For marketing, students will learn to market the newly developed mobile applications and at the same time to use mobile applications to market and promote the organizations and their products or services.

Cross-listed Courses: MIS 445

MKT 450. Professional Selling & Sales Management. 3 Credit Hours.

This course will acquaint students with the basic processes of buying and selling, how professional selling is linked to building customer relationships, the role of ethical behavior in sales, how the sales effort should be organized, and the strategic role of information in sales management. It will introduce students to aspects of salesperson performance such as behavior, role perceptions and job satisfaction, motivation of the sales force and analysis of the various personal characteristics of sales aptitude, criteria for selecting, recruiting, training, compensation and incentives for salespeople. Student will learn how to determine and control costs of a sales force, specific criteria for evaluation and control of salesperson performance, vital management factors affecting accomplishments of sales force goals. Prerequisite(s): MKT 301.

MKT 601. Marketing Management. 3 Credit Hours.

Introduces the role of marketing in organizations, including customer analysis and buyer behavior, market segmentation and research, distribution channel and product policy, strategy, pricing and marketing communications. Case studies provide an opportunity for analytical approaches to problems both orally and in writing.

MKT 706. Nonprofit Marketing. 3 Credit Hours.

This course focuses upon the concept of "social enterprise," an increasingly prominent way of thinking about ventures that both social and commercial entities are undertaking. Students will be introduced to this emerging intersection between the nonprofit sector and the business world.

MKT 710. Judgment in Managerial Decision Making. 3 Credit Hours.

This course is an MBA elective that will explore key topics in managerial decision making. Particular attention will be paid to the ways that people often stray from rational or ethical standards of conduct, with important implications for firms and individuals alike. Through an interdisciplinary lens, we will consider the business implications of decision-making insights drawn from contemporary research across domains including behavioral economics, behavioral finance, consumer behavior, marketing, negotiation, organizational behavior, and psychology.

MKT 715. Mobile Applications & Business Stratgs. 3 Credit Hours.

The course explores the important challenges and needs of today's organizations to go mobile to connect with their stakeholders. Students will learn the technical, managerial and marketing aspects of mobile applications. Technically, they will learn the development process and technical infrastructure of mobile applications. Managerially, students will learn how to develop business strategies to exploit mobile applications for the advancing and repositioning of organizations. For marketing, students will learn to market the newly developed mobile applications and at the same time to use mobile applications to market and promote the organizations and their products or services.

Cross-listed Courses: MIS 715

MKT 717. Digital Marketing I. 3 Credit Hours.

people are regularly consuming content through different forms of digital media to interact with the world. As a result, it is becoming increasingly important for marketers to develop meaningful content to connect with consumers. This course teaches students how to create engaging digital stories grounded in sound marketing principles. By learning how to create digital content to build meaningful connections with consumers, students enhance their understanding of digital marketing strategies.

Prerequisite: MKT 601.

MKT 719. Marketing Analytics. 3 Credit Hours.

In a world where data is more valuable than oil, the need to apply cutting-edge computational analyses, in addition to conventional statistical approaches, to derive meaning from large noisy databases and provide insight into understanding the outcome of marketing strategies is becoming more important than ever. This course will teach students how to leverage data and use analytics to form impactful marketing strategies. By learning the different analytical approaches and how to apply them to make marketing decisions, students enhance their understanding of the importance of marketing analytics.

Prerequisites: MKT 601, STA 501, and MIS 501.

Cross-listed Courses: ANL 719, MIS 719

MKT 790. Special Topics in Marketing. 3 Credit Hours.

Courses in this series offer an in-depth exploration of specific issues within the field of marketing, as well as topics of current interest to students and instructors.

MKT 799. Strategic Marketing. 3 Credit Hours.

Strategic Marketing gives students the opportunity to think through real world examples of marketing problems and come up with resolutions to these problems. Understanding marketing environments, articulating an inspiring mission, developing an appreciation for, and building new capabilities are critical to the formulation of strategies that will succeed on the national and global levels. The content and process of the capstone course have been designed to provide a rigorous, integrative experience in marketing theories in a variety of environments. Through lectures and discussions of articles, students are exposed to seminal theory on marketing. In addition, leadership-specific, integrative thinking and communication skills are developed throughout the discussions of the articles and cases. This course is project based. Students will develop a marketing strategy based on the knowledge they obtained from their MKT courses, for an organization.

Prerequisites: MKT 501.