

MARKETING (MKTG)

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that can also be taken for graduate credit with permission and additional work
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

MKTG 3142. Consumer Behavior. 3 Credits.

Social, cultural, and psychological factors influencing the behavior of consumers. Models of buyer behavior, consumption patterns, market segmentation, attitude formation and change, brand loyalty, adoption of innovations, and store choice decisions. Marketing management and public policy implications of consumer research. Prerequisite: BADM 3401.

MKTG 3143. Marketing Research. 3 Credits.

Basic methods and techniques of market research. Designing a marketing research project: research questions, secondary and syndicated data, primary data collection approaches, data analysis and report presentation. Focus group interviews, questionnaire construction, statistical software packages. Prerequisite: BADM 3401 and STAT 2112 or STAT 2118.

MKTG 4148. Advertising and Marketing Communications. 3 Credits.

Executing and measuring the effectiveness of advertising and integrated marketing communications campaigns. Methods for gathering research for a customer-based campaign, defining key target personas, developing a singular message strategy, and reaching consumers through media typically used in marketing communications. Prerequisites: BADM 3401, MKTG 3142 and MKTG 3143.

MKTG 4149. Advanced Advertising Campaigns. 3 Credits.

Students conceptualize, support, and execute a marketing communications campaign for entry in the American Advertising Federation's National Student Advertising Competition. Students must undergo a formal interview process and receive the instructor's approval prior to enrollment. Prerequisites: BADM 3401; and MKTG 4148 or MKTG 4156.

MKTG 4150. Salesmanship and Sales Management. 3 Credits.

Development of personal selling and presentation skills; examination of types of selling situations. Organization of sales department, sales planning and forecasting, quotas, territories, performance standards, and analysis and control of distribution costs. Prerequisites: BADM 3401 and MKTG 3142.

MKTG 4151W. Marketing Communications Planning. 3 Credits.

Components of a marketing communications plan; writing, development, and presentation, including executive summary, situation analysis (company, consumer, competitor), target market segmentation, consumer behavior analysis, positioning strategy, and tactics for implementation. Permission of the instructor is required prior to enrollment. Prerequisites: BADM 3401, MKTG 3142 and 3143.

MKTG 4152. Retailing Management. 3 Credits.

A study of retailing management and strategy covering the current environment of retailing, retail market and financial analysis, store location and design, inventory management, and non-store and service retailing. Industry executive and student presentations; case analyses. Prerequisites: BADM 3401, MKTG 3142 and MKTG 3143.

MKTG 4154. Digital Marketing. 3 Credits.

Using the social Web to leverage a firm's marketing strategy; developing and improving a company's electronic marketing strategy for the next evolution in Web commerce. Prerequisites: BADM 3401, MKTG 3142 and MKTG 3143.

MKTG 4156. Integrated Marketing Communications. 3 Credits.

The ubiquity of advertising and promotion; fundamental shifts in how consumers get information and from whom, and how much trust they place in different sources; strategies to address a rapidly changing media environment; concepts, analyses, and activities that comprise advertising; assessing and solving advertising challenges. Prerequisites: BADM 3401, MKTG 3142 and MKTG 3143.

MKTG 4159. Marketing Strategy. 3 Credits.

The capstone course for marketing majors. Analytical integration of material covered in previous marketing courses. Marketing strategy literature, financial dimensions of marketing decisions, and comprehensive cases. Prerequisites: BADM 3401 or BADM 3401W; and MKTG 3142 and MKTG 3143.

MKTG 4900. Special Topics. 0-3 Credits.

Experimental offering: new course topics and teaching methods. Prerequisites: BADM 3401, MKTG 3142 and MKTG 3143.

MKTG 4900W. Special Topics. 3 Credits.

Experimental offering; new course topics and teaching methods. Prerequisites: BADM 3401; MKTG 3142; MKTG 3143.

MKTG 4995. Independent Study. 1-12 Credits.

Assigned topics. Permission of the advisor required prior to enrollment. May be repeated once for credit. Prerequisite: BADM 3401.

MKTG 6241. Advanced Marketing Management. 3 Credits.

MKTG 6242. Buyer Behavior. 3 Credits.

The buyer decision process model and how and why products and services are purchased; synthesis of behavioral sciences applied to understanding individual, family, and organizational decision processes; the impact of consumer decisions on the marketing strategies of business and public organizations; consumer marketing applications in high-tech and services industries and on a global scale.

MKTG 6243. Marketing Research. 3 Credits.

The marketing research process: designing, conducting, and using market research studies. Managing the market research project; qualitative research; survey and experimental designs; data analysis with statistical software packages. Prerequisite: MBAD 6221.

MKTG 6246. Marketing of Services. 3 Credits.

MKTG 6248. Advertising and Marketing Communications Strategy. 3 Credits.

Practical instruction in executing an advertising and integrated marketing communications campaign. Strategic planning, communication theory, planning from a consumer attitudes and behavioral perspective, and campaign execution are covered. Prerequisites: MBAD 6272 and MBAD 6273; or permission of the instructor. Recommended background: MKTG 6242.

MKTG 6250. Selling/Sales Management. 3 Credits.

MKTG 6251. Product Management. 3 Credits.

MKTG 6252. Digital Marketing. 3 Credits.

The impact of technology on sales and marketing strategy. Areas explored include e-branding, customer relationship management, permission e-mail, sales force technology enhancement, mobile commerce, online marketing research, and electronic channels of distributions.

MKTG 6255. Strategic Brand Management. 3 Credits.

Theoretical foundation for branding and brand management and practical application of these concepts in marketing management.

MKTG 6256. Integrated Marketing Communication. 3 Credits.

The ubiquitous nature of advertising and promotion. How and from whom consumers get information and their level of trust in different information sources; concepts, analyses, and activities related to advertising; assessing and solving challenges.

MKTG 6259. Marketing Strategy. 3 Credits.

Required capstone course for marketing students. Analysis of complex marketing problems involving policy and operational decisions; emphasis on creative marketing strategy.

MKTG 6290. Special Topics. 0-3 Credits.

MKTG 6297. International Management Experience. 3 Credits.

Same as FINA 6297/ IBUS 6297/ MGT 6297/ SMPP 6297. May be repeated for credit.

MKTG 6298. Directed Readings and Research. 1-3 Credits.

MKTG 6299. Thesis Seminar. 3 Credits.

MKTG 6999. Thesis Research. 3 Credits.

MKTG 8341. Seminar: Marketing. 3 Credits.

MKTG 8397. Doctoral Seminar. 0-3 Credits.

MKTG 8998. Advanced Readings and Research. 1-12 Credits.

May be repeated for credit. Restricted to doctoral candidates preparing for the general examination.

MKTG 8999. Dissertation Research. 1-12 Credits.

May be repeated for credit. Restricted to doctoral candidates.