

MARKETING

MKT 300. MARKETING PRINCIPLES. Principles and strategies for effective distribution of goods and services from the site of production to the final user of consumer (market identification, product development, channels of distribution, pro- motion and pricing strategies incorporating international and ethical considerations). Prerequisite: ECO 210 or 211. 3 credit hours

MKT 320. MERCHANDISE PLANNING AND CONTROL. An examination of the basic factors involved in retail merchandising as well as the application of basic terms, calculations, and factors that affect profits in a retail store. Prerequisite: MKT 300. 3 credit hours

MKT 321. PROFESSIONAL SELLING. Basic principles underlying the sales process and their application to problems of selling; principles of advertising and marketing as they relate to the problems of distribution from the standpoint of the vendor. Prerequisite: MKT 300. 3 credit hours

MKT 328. RETAIL MANAGEMENT. Nature and structure of retailing, emphasizing management of the merchandise function (consumer behavior, site selection, vendor determination — domestic and foreign, buying responsibilities, pricing and promotion). Prerequisite: MKT 300. 3 credit hours

MKT 330. PROMOTIONAL STRATEGIES. Advertising fundamentals in relation to modern business activities; fields of advertising; advertising media, campaigns and systems. Also includes a discussion of public relations, sales promotions, and publicity. Prerequisite: MKT 300. 3 credit hours

MKT 345. INTERNET MARKETING. An introduction to marketing on the Internet with emphasis on online promotion, retailing, distribution, gathering consumer research. 3 credit hours

MKT 358. CONSUMER BEHAVIOR. Analysis of consumer behavior patterns and motivation and their relationship to actions in the market place. Prerequisite: MKT 300. 3 credit hours

MKT 370. ENTREPRENEURSHIP. An applied management/marketing course designed to integrate the principles of business management and marketing applicable to solving the problems of small business start-up and/or expansion using integrated software and computer technology. Prerequisites: MGT 300 or MKT 300. 3 credit hours

MKT 388. BUSINESS RESEARCH METHODS. Principles, techniques, and application of business research methods, including common quantitative and quantitative techniques for decision making in conditions of certainty, uncertainty and risk. Emphasis is placed on the use of research findings in the solution of business problems. Prerequisite: MGT 200. 3 credit hours

MKT 425. SERVICES MARKETING. A study of the unique problems associated with the marketing of services, tools for service markets, and of alternative strategies with which to improve service marketing effectiveness. Prerequisite: MKT 300. 3 credit hours

MKT 435. SOCIAL MEDIA MARKETING. Current trends in social media utilizing a variety of social media and social networking concepts, technologies, companies, and platforms. Students will understand how social media is used by companies in order to succeed in the modern digital world. Prerequisite: MKT 300. 3 credit hours

MKT 440. SPORTS MARKETING. Application of marketing principles and processes to sport products, and/or sporting events, and to the marketing of non- sports products through association with sports. 3 credit hours

MKT 475. INTERNATIONAL MARKETING. Reviews marketing theory as it impacts international and regional institutions and agreements that affect conduct of business globally as well as the legal and political setting of international marketing. Prerequisite: MKT 300. 3 credit hours

MKT 490. MARKETING INTERNSHIP. Practical experience in marketing with an approved organization under the direct supervision of a marketing executive and general supervision of the marketing faculty. Two hundred work hours required for three hours of credit or four hundred work hours required for six hours of credit including intermittent seminar sessions on campus. Prerequisites: MKT 300, 3 additional hours credit in Marketing, junior or senior standing, approval by Division Chair. 3 or 6 credit hours

MKT 492. SPECIAL TOPICS IN MARKETING. Current developments in Marketing. Prerequisite: Consent of Division Chair. 3 or 6 credit hours

MKT 499. MARKETING SEMINAR. Marketing problems and development of effective marketing programs utilizing case analysis. Decision making under conditions of uncertainty and/or based on complete information. Application of quantitative techniques. Prerequisites: MKT 300, MGT 200, 9 additional hours of marketing, and senior standing. 3 credit hours