MARKETING (MKTG)

MKTG:205 Marketing Principles (3 Credits)
Prerequisite: 24 hours of college credit. Pre/Corequisite: ECON 200 or
ECON 244. A general survey of marketing activities including analysis of
markets, competition, consumer behavior, information systems, and
the assessment of product, price, distribution, and promotion strategies. (Formerly 6600:205)

MKTG:335 Marketing Research (3 Credits)
Prerequisites: MGMT 304 and [MKTG 205 with a grade of C or better].
Student will gain hands-on experience in the understanding and use of
appropriate tools and techniques for conducting, analyzing and
presenting information to assist in marketing strategy. Tools used include
focus groups, survey construction, and biometric studies. Includes
problem definition and solution focused approaches to marketing
research decisions. (Formerly 6600:335)

MKTG:336 Marketing Research Lab (1 Credit)
Prerequisites: MGMT 304 and MKTG 205. Corequisite: MKTG 335.
Students will gain hands-on experience in the understanding and use
of appropriate tools and techniques for analyzing and presenting
information derived from marketing databases. Includes problem
definition and solution approach to marketing research decisions. (Formerly 6600:336)

MKTG:355 Consumer Behavior (3 Credits)
Prerequisites: [MKTG 205 or COMM 133] with a grade of C or better.
Interdisciplinary approach to the analysis of the nature of consumer
buying behavior. Economical, social, and psychological influences
on consumers’ decision-making processes are examined. (Formerly 6600:355)

MKTG:375 Marketing & Sales Analytics (3 Credits)
Prerequisite: MKTG 335. Develop the skills to provide clients with
actionable marketing intelligence gleaned from the customer, sales force,
channel, promotion and competitor databases that are now pervasive in the
business world. (Formerly 6600:375)

MKTG:385 Data Visualization (1 Credit)
Prerequisites: ACCT 250, MGMT 304 and admission to a 4 year degree
granting program. This course introduces data literacy and will be
focused on the use of data visualization tools. You will learn the nature of
data across different domains and the concepts and skills of data
visualization by understanding, questioning and problematizing how data
are generated, analyzed, and used. You will also learn how to visualize
your own data, interpret the findings and tell a story with data in a
compelling fashion for decision making.

MKTG:432 Integrated Marketing Communications (3 Credits)
Prerequisites: Must be admitted to a 4 year major, MKTG 205 with a
grade of C or better, and MKTG 355. This course stresses the need for
marketers to create consistent coordinated communication programs
using all elements of the promotion mix including advertising, public
relations, sales promotion, social media and personal selling. (Formerly
6600:432)

MKTG:434 Digital Marketing (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting
college, MKTG 205, and MKTG 432. Focuses on the planning and
execution of the promotion mix in the digital environment through online
and mobile advertising, sales promotion, social media, blogging, website
design and SEO. (Formerly 6600:434)

MKTG:440 Brand Management (3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting
college, [MKTG 205 or COMM 133 with a grade of C or better], and MKTG
355. This course studies the process of building and evolving successful
brands. It focuses on brand equity development by creating a distinct
brand identity, impeccable brand integrity and emotional resonance.
It also emphasizes brand evolution through incremental and radical
innovation. (Formerly 6600:440)

MKTG:446 Social Media Marketing (3 Credits)
Prerequisites: Must be admitted to a four-years degree granting college,
MKTG 205, and MKTG 355. Examines strategies used for marketing
within social media. Topics include analytics and tactics to design,
manage and optimize consumer engagement and commerce. (Formerly
6600:446)

MKTG:460 B2B Marketing (3 Credits)
Prerequisites: Must be admitted to a four year degree granting program,
and [MKTG 205 or COMM 133] with a grade of C or better. This course
provides a thorough grounding in industrial and business-to-business
marketing. While many of the concepts are similar to those used in
consumer marketing, there are major differences. This course will
explore both the similarities and the differences. (Formerly 6600:460)

MKTG:485 Internship in Marketing (3 Credits)
Prerequisites: Must be admitted to a 4-year degree granting major and
permission of department chair. On-the-job experience with public or
private sector organizations in the field of marketing. On-the-job learning
objectives are established by the sponsoring organization and approved
by the department chair. Field experiences are augmented by a weekly
diary, two reflection papers, and an oral presentation of their experiences,
which are supervised and evaluated by the department chair. (Formerly
6600:486)

MKTG:488 Internship in Integrated Marketing Communications (3
Credits)
Prerequisite: Permission of department chair. On the job experience with public or private sector organizations in the field of marketing. On the job learning objectives are established by the sponsoring organization and approved by the department chair. Field experiences are augmented by the weekly diary, term paper, which are supervised and evaluated by the department chair. (Formerly 6600:488)

MKTG:491 Professional Workshops in Marketing (1-3 Credits)
Prerequisites: Sophomore status and be admitted to a 4 year degree granting college. Special topics in marketing taught primarily by professionals with the objective of adding depth and an applied perspective to marketing concepts, issues, software & databases, problem solving and career planning. Special emphasis is given to timely issues and new technologies required by the rapidly changing marketplace. (May be repeated for up to six credits.) (Formerly 6600:491)

MKTG:494 Professional Insights: Marketing Management (1 Credit)
Prerequisites: Junior status and be admitted into a four year degree granting college. Marketing Management is designed to link marketing management majors’ academic learning to professional practice. Guest speakers, recognized experts in their field, share important lessons in marketing management and challenge students to address key issues in their profession. (Formerly 6600:494)
MKTG:495 Professional Insights: IMC (1 Credit)
Prerequisites: Junior status and be admitted into a four year degree granting program. IMC is designed to link Integrated Marketing Communication majors' academic learning to professional practice. Guest speakers, recognized experts in their field, share important lessons in IMC and challenge students to address key issues in their profession. (Formerly 6600:495)

MKTG:496 Special Topics: Marketing (1-3 Credits)
Prerequisites: Must be admitted to a major in a four-year degree granting college and MKTG 205. (May be repeated for a total of three credits)
Provides an opportunity to examine special topics and/or current issues in the fields of marketing, sales retailing or advertising. (Formerly 6600:496)

MKTG:499 Marketing Capstone Project (3 Credits)
Prerequisites: Admission to the Marketing or Sales Management program, SALES 275, MKTG 335, MKTG 355, and MKTG 375. The class works with a client to assist them in solving a specific marketing issue (product, price, distribution and promotion) and develop complementary integrated marketing communication and sales force plans. Student teams will conduct secondary and primary research to develop and make marketing and sales management strategic recommendations. (Formerly 6600:499)