

# MKT - Marketing

Courses numbered 100 to 299 = *lower-division*; 300 to 499 = *upper-division*; 500 to 799 = *undergraduate/graduate*.

## **MKT 300. Marketing (3). ▸**

A description and analysis of the concepts and tools used by managers in planning and evaluating marketing decisions. Specific topics include product development, pricing, distribution, promotion, information processing, international marketing and marketing in contemporary society. This is a Kansas Systemwide Transfer Course. Prerequisite(s): ENGL 102 and COMM 111.

## **MKT 403. Marketing Research (3).**

Cross-listed as ENTR 403. Studies the design and implementation of research procedures that support systematic and objective decision making for marketing planning and strategy development. Prerequisite(s): ECON 231, ECON 232, MKT 300 with a minimum grade of C+ (2.300).

## **MKT 404. Innovations in Retailing (3).**

An examination of the essential principles and practices of retail business management, including site selection, store design and department layout, merchandise management, sales promotion, and customer services. Also considers the broad issues of modern marketing and financial strategies as they affect retail distribution. Clarifies new influences at work in the retailing environment. Prerequisite(s): MKT 300 with a minimum grade of C+ (2.300), MKT 405, junior standing, advanced standing.

## **MKT 405. Consumer Behavior (3).**

Studies a variety of concepts in the behavioral sciences related to specific topics in consumer behavior, including consumer decision processes, reference groups, and sociological, psychological and economic aspects of consumer behavior. Prerequisite(s): MKT 300 with a minimum grade of C+ (2.300).

## **MKT 407. Mastering the Service Experience: Blueprinting Service Success (3).**

A study of the unique marketing challenges faced by service organizations. Evaluates marketing concepts and appropriate marketing strategies from the perspective of service organizations to maximize the service experience and customers' perceptions of value. Prerequisite(s): MKT 300 with a minimum grade of C+ (2.300), junior standing.

## **MKT 481. Cooperative Education (1-3).**

An academic program that expands a student's learning experiences through paid employment in a supervised educational work setting related to the student's major field of study or career focus. Repeatable for credit. Prerequisite(s): junior standing, advanced standing, 2.250 GPA.

## **MKT 481N. Internship (1-3).**

Complements and enhances the student's academic program by providing an opportunity to apply and acquire knowledge in a workplace environment as an intern. Prerequisite(s): departmental consent.

## **MKT 491. Independent Study/Project (1-3).**

Courses may be of two general types. The first consists of doing research, readings or other scholarly investigation in a subject area that is coordinated by a faculty member. The topic and scope would be mutually agreeable to the student and the faculty member. The second consists of doing a specific project for an organization, which might require the student to do research. The student may be embedded in an organization (either with or without pay) and under the direction of an organizational representative and a faculty member in order to accomplish a specific project. In either case, the course cannot be

used to substitute for a regular departmental course. Repeatable for credit. Prerequisite(s): 2.750 GPA in the academic area, junior standing, advanced standing, departmental consent.

## **MKT 601. International Marketing (3).**

Cross-listed as IB 601. Problems and procedures of marketing in foreign countries. Includes the effects of foreign cultures and marketing systems on the design of marketing programs. *Course includes diversity content*. Prerequisite(s): MKT 300 with a minimum grade of C+ (2.300) or better, and MKT 405.

## **MKT 607. Brand Planning and Promotion (3).**

An applied learning experience examining the issues involved with the planning and promotion of a brand. Students help develop brand identities and positioning strategies as well as identify appropriate promotional activities to support those strategies. This course focuses heavily on the use of digital and emerging technologies. For undergraduate credit only. Prerequisite(s): MKT 300 with a minimum grade of C+ (2.300), MKT 405.

## **MKT 608. Selling and Sales Force Management (3).**

Cross-listed as ENTR 608. Analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisite(s): MKT 300 with a grade of C+ (2.300) or better, MKT 405.

## **MKT 609. Strategic Marketing Management (3).**

Studies all the aspects of the marketing mix that are integrated to make an effective and coordinated marketing program. This course should be taken in the last semester or academic year unless approved by faculty. For undergraduate credit only. Prerequisite(s): MKT 300 with a grade of C+ (2.300) or better, MKT 405, MKT 403, senior standing.

## **MKT 690. Seminar in Selected Topics (1-5).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 690A, 690B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course. Prerequisite(s): junior standing, advanced standing.

## **MKT 690G. Online Branding (3).**

Provides students with a strategic overview of the digital environment and the role of digital within the overall marketing strategy of an organization. For undergraduate credit only.

## **MKT 690I. Advanced Topics in Marketing and Technology (3).**

Since its inception, Web 2.0 fundamentally changed how people interact with one another and radically disrupted entire industries worldwide. As brands began to better understand these new tools, countless new products, business models and ways of engaging with consumers were developed. Nearly two decades later many marketers still struggle to navigate the ever-evolving landscape of technology. Now, as marketers begin to look forward to the dawn of Web 3.0, they must begin to prepare for another paradigm shift in how their discipline, and the brands they support, engages within the marketplace. To prepare students for these future challenges, this course examines how to 1) identify relevant technological trends, 2) understand their potential effects on brands, 3) develop best practices to employ the new tools these technologies provide, and 4) communicate these practices to key stakeholders. For undergraduate credit only.

## **MKT 690J. Social Media Marketing (3).**

Social media is an essential part of today's digital marketing mix and integral to a successful digital strategy. This course provides an introduction to social media marketing and lays the foundation for developing an effective social media campaign. Students learn what social media marketing entails, including the various platforms that exist, selecting the appropriate channels to fit their needs, setting goals

and success metrics, and constructing social media strategies that achieve the desired marketing goals. Students also are introduced to quantitative and qualitative measurement tools to evaluate social media initiatives and assess their return on investment for an organization. For undergraduate credit only. Prerequisite(s): MKT 405.

**MKT 690K. Marketing Analytics and Intelligence (3).**

Marketing analytics and intelligence refers to a broad range of activities, all of which rely on data to enhance the quality of business decisions by helping organizations to better understand their products, customers, competitors and market. Effective marketing intelligence is a process of identifying and collecting internal and external data; analyzing it, interpreting it using business and industry experience and knowledge; and finally using it to make more informed decisions. For undergraduate credit only. Prerequisite(s): ECON 231 with B- or higher, ECON 232, MATH 144 with C or higher, MKT 405, and BSAN 675.

**MKT 690M. Data-Driven Metrics for Modern Marketing (3).**

Marketing expenditures are increasingly being questioned by CEOs and CFOs as the value of these expenses to the firm is not clear. As such, CMOs and senior marketing executives are becoming more aware of the necessity to rely on metrics derived from data to quantify the efficacy of marketing. Marketers must use data analytics and return on marketing investment (ROMI) models and metrics to support the overall amount of marketing spending, the distribution of funds across the marketing mix's components, and spend optimization for every particular marketing activity or campaign. Prerequisite(s): ECON 231, ECON 232, MKT 300 with a minimum grade of C+ (2.300).

**MKT 690N. Customer Journey Analytics (3).**

Websites and social media are an essential part of today's digital marketing mix and integral to a successful digital strategy. This course provides an introduction to the analytic tools for various web and mobile-based platforms. This understanding provides the foundation for developing effective data-driven digital marketing campaigns. Students learn the various platforms that exist, how to access and utilize the platform-specific analytic tools, set goals and success metrics, and provide consumer/user insights that inform strategy. For undergraduate credit only. Prerequisite(s): MKT 405.

**MKT 690O. Database and Visual Storytelling (3).**

Increasingly, organizations are seeking to cultivate a data-savvy workforce to assist in making data-driven decisions. This course develops an understanding of the basic concepts, techniques and uses of data-driven decision-making in a marketing environment. It provides an overview of a project life cycle that includes data preparation for analysis, Structured Query Language (SQL) for data merging, and Tableau for data visualization. For undergraduate credit only.

**MKT 690P. Working Backward: Outcomes-Driven Customer Experience (CX) Design Strategy (3).**

Working backwards from the customer, learn how to design a customer experience (CX) strategy that is centered on customer needs and desired outcomes while also delivering business results. Learn about the core concepts, tools and activities applied to defining, implementing and measuring CX success. Conduct customer and stakeholder interviews, create personas and customer journey maps, and define key customer outcomes to form a holistic and actionable strategy. For undergraduate credit only. Prerequisite(s): business major, junior standing .

**MKT 710. Digital Marketing (3).**

Provides students with a strategic overview of the digital environment and the role of digital within the overall marketing strategy of an organization. The rapid pace of change within the technology sector requires managers to be critical thinkers more than ever before. Therefore, this course focuses on fundamental concepts, not fads or

the latest trending app. The goal is to learn how to evaluate the tools that are available and choose the ones that will achieve the marketing objectives most effectively. This course is about learning to be good at marketing, not coding. Prerequisite(s): MKT 405 or MKT 801.

**MKT 750. Workshop in Marketing (1-4).**

An umbrella course created to explore a variety of subtopics differentiated by letter (e.g., 750A, 750B). Not all subtopics are offered each semester – see the course schedule for availability. Students enroll in the lettered courses with specific topics in the titles rather than in this root course. Prerequisite(s): junior standing.

**MKT 750B. Website Strategy and Development (3).**

Websites are an essential part of any strong digital marketing campaign and this course gives students a strong foundation in working with websites. Within this course, students learn the strategies of a lead-generating website, basic HTML and CSS to make minor design changes to websites, and get an introduction to WordPress (which currently powers 42 percent of the internet and growing) and WordPress themes. Prerequisite(s): MKT 405 or MKT 803.