MKT - Marketing

Department of Marketing

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

MKT 190. Selected Topics (1-3).
Repeatable with departmental consent.

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. Prerequisites: ENGL 102, COMM 111, MATH 111.

MKT 390. Special Group Studies in Marketing (1-3).
Repeatable with instructor's consent. Prerequisites: junior standing, advanced standing.

MKT 403. Marketing Research (3).
Cross-listed as ENTR 403. A study of the design and implementation of research procedures that support systematic and objective decision making for marketing planning and strategy development. Prerequisites: ECON 231, 232, MKT 300 with a minimum grade of C+ (2.300), junior standing, advanced standing.

MKT 404. Retail Management (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. Prerequisites: MKT 300 with a minimum grade of C+ (2.300), 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. Prerequisites: MKT 300 with a minimum grade of C+ (2.300), junior standing, advanced standing.

MKT 407. Marketing for Service and Nonprofit Organizations (3).
A study of the unique marketing challenges faced by service and nonprofit organizations. Evaluates marketing concepts and appropriate marketing programs from the perspective of service organizations. Prerequisites: MKT 300 with a minimum grade of C+ (2.300), junior standing, advanced 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. Graded Cr/NCr. Prerequisites: 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. Graded Cr/NCr. Prerequisite: 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. Graded Cr/NCr. Prerequisites: 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. Prerequisites: MKT 300 with a minimum grade of C+ (2.300) or better, and MKT 405.

MKT 607. Promotion Management (3).
An analysis of all issues involved with the promotion of an organization and its products or services. Students develop coordinated marketing strategies in the areas of advertising, personal sales, public relations and special promotional activities such as direct marketing, interactive media and sales promotions. Prerequisites: 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. An analysis of current behavioral concepts of personal selling and the problems and policies involved in managing a sales force. Prerequisites: MKT 300 with a grade of C+ (2.300) or better, MKT 405.

MKT 609. Marketing Programs (3).
Studies all the aspects of the marketing mix that are integrated to make an effective and coordinated marketing program. Prerequisites: MKT 300 with a grade of C+ (2.300) or better, 6 additional hours of marketing, junior standing, advanced standing.

MKT 690. Seminar in Selected Topics (1-5).
Repeatable with instructor's consent. Prerequisites: junior standing, advanced standing.

MKT 690G. Digital Marketing (3).
This course provides students with a strategic overview of the digital environment and the role of digital within the overall marketing strategy of an organization.

MKT 706. Seminar in New Product and Technology Development (3).
Cross-listed as ENTR 706. Provides a form to the function of idea commercialization. Examines the product development practices of successful, innovative companies and focuses on how customer needs can be translated into product concept testing, product launch strategies, postlaunch product evaluation, and managing innovative teams. Students apply learning through developing and testing a product idea that solves a customer problem.

MKT 750. Workshop in Marketing (1-4).
Prerequisite: junior standing.