

UNDERGRADUATE COURSES OF STUDY

MARKETING

MKT 201.PRINCIPLES OF MARKETING

This course introduces the marketing concept and how it interacts with other functional areas of the firm, the larger global economy, and society. Main topics discussed in the course include the marketing mix, segmentation, consumer decision making, product development, marketing research, branding, distribution, and communication strategies that inform overall marketing strategy. *Three credit hours.*

MKT 305.INTEGRATED MARKETING COMMUNICATIONS (IMC)

This class introduces the key elements of Integrated Marketing Communications (IMC) and underscores the critical role of cohesive messaging across channels. Topics include direct marketing, advertising, personal sales, sales promotions, event sponsorship, public relations, and digital and social media. Students will explore how organizations use IMC tools to build brand awareness, foster customer relationships, and drive results. Prerequisites: “C” or better in MKT 201. *Three credit hours.*

MKT 310.PERSONAL SELLING

This course provides practical tools and strategies for identifying customer needs, delivering persuasive presentations, and fostering long-term client satisfaction. Students will develop essential skills for personal interaction and negotiation in a competitive marketplace. The curriculum includes modules on communication skills, behavioral psychology, and leveraging technology to enhance the selling process. By the end of the course, students will learn the fundamentals of personal selling through an in-depth study of the sales process, from prospecting to closing. Prerequisites: “C” or better in MKT 201. *Three credit hours.*

MKT 315.SALES MANAGEMENT

This course delves into the complexities of managing sales operations and teams within modern organizations. Topics include advanced sales forecasting techniques, conflict resolution, recruitment and training of sales staff, incentive program design, and the use of data analytics in sales forecasting. Students will explore how to align sales strategies with broader business objectives, ensuring seamless collaboration across departments. Students will develop a strategic understanding of sales team leadership and identify how to successfully contribute to sustainable growth in their organization. Prerequisites: “C” or better in MKT 201 and MGMT 201. *Three credit hours.*

MKT 340.SOCIAL MEDIA MARKETING

This course explores and evaluates how core marketing and business principles (i.e. segmentation, marketing mix, strategic planning, and selling) are used or have been altered through the increased use of social media. The course emphasizes understanding consumers’ social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Course goals include gaining the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals. Prerequisites: “C” or better in MKT 201 and junior standing. *Three credit hours.*

MKT 369.SPECIAL TOPICS IN MARKETING

This course allows for the study of marketing topics which are not a part of the regular course offerings. The course may be repeated up to 3 times provided the topic is different. To repeat the course to improve a grade, the topic must be the same. For non-business majors: Instructor permission. *Three credit hours.*

MKT 415.MARKETING RESEARCH AND ANALYTICS

This course examines the research methods and techniques applicable to problem solving in marketing and explores the research process from problem definition to actionable insights. Students will learn the process for identifying, integrating, and evaluating marketing metrics to make data-driven decisions. Emphasis is placed on using research outcomes to inform strategic marketing initiatives and evaluating the credibility of research conducted by external sources. Prerequisite: Senior status. *Three credit hours.*

MKT 420.MARKETING STRATEGY

This course is designed to equip students with the knowledge and skills to develop, analyze, and implement effective marketing strategies in a dynamic business environment. Special focus is given to the integration of marketing theory with real-world applications, the course covers critical topics such as market segmentation, positioning, brand management, digital marketing strategies, product life cycle management, and customer relationship management (CRM). Marketing knowledge and skills are demonstrated through case studies, group projects, and practical exercises to gain hands-on experience in crafting and executing marketing plans that align with overall business objectives. Prerequisite: Senior status. *Three credit hours.*

MKT 420.MARKETING MANAGEMENT

This course utilizes a managerial decision-making approach to examine the role of marketing in creating value for the firm. Special emphasis is placed on the tools of segmentation, targeting, and positioning (STP) to develop an optimal marketing mix and more effective strategy. Effective decision-making skills are developed utilizing market analysis techniques and marketing support functions such as marketing research, marketing communication, and new product development. Marketing knowledge and skills are demonstrated in a marketing plan project. Prerequisites: "C" or better in MKT 201 and senior standing. *Three credit hours.*

MKT 425.CONSUMER BEHAVIOR

This course provides the student with the knowledge of consumer behavior in the marketplace and a detailed analysis of factors that influence purchasing behavior. An interdisciplinary approach is used from such fields as psychology and sociology in the context of business issues. The course covers topics including attitudes, persuasion, motivation, perception, brand loyalty, memory, and product satisfaction. As students learn to characterize and predict consumer behavior, implications for designing and implementing marketing strategies will be discussed. Senior standing. *Three credit hours.*

MKT 490.MARKETING INTERNSHIP

This course will provide practical work experience in the marketing field through an approved agency or business under the supervision of professional employees and the course instructor. The course may be taken for a maximum of six hours. Internships are dependent upon position availability. Prerequisites: MKT major or minor and instructor permission. *One to six credit hours.*

MKT 491.MARKETING INTERNSHIP II

This course is designed to give students additional practical work experience in the marketing field. The student works through an approved agency or business under the supervision of professional employees and the course instructor. This course may be taken for additional credit for a maximum of six hours. Internships are dependent upon availability of positions. Prerequisites: MKT major or minor, MKT 490, and instructor permission. *One to six credit hours.*