Marketing Courses

Courses

**MKT 3300. Principles of Marketing.**
Principles of Marketing: A description and analysis of the ways in which goods move to points of consumption. Topics studied include functions, institutions, the marketing environment, markets, and government regulation.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM, POM

**Prerequisite(s):** (ACCT 2301 w/C or better)

**MKT 3302. Consumer Behavior.**
Consumer Behavior: This course emphasizes the psychological and sociological aspects of both industrial and consumer buyer behavior. Topics range from basic motivation and learning theory to group dynamics with applications to the formulation of marketing strategy.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better)

**MKT 3320. Advertising & Sales Promotion.**
Advertising and Sales Promotion: The planning, execution, and evaluation of advertising and sales promotion activities to stimulate customer demand.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better AND MKT 3302 w/D or better)

**MKT 3330. Intro to Marketing Analytics.**
Introduction to Social Media Marketing and Marketing Analytics This course prepares students to think analytically about data to meet the demands of the new big data world. Specifically, the course examines statistical methods (regression, causal inference strategies, classification algorithms), engages in advanced usage of Microsoft Excel, and utilizes programming with Python to turn data into relevant and actionable managerial insights. While the nature of data analytics is highly mathematical, this course focuses on the economic intuition and applications of various methods in digital marketing contexts.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Prerequisite(s):** (MKT 3300 w/D or better)

Corequisite(s):
This course is designed to provide students an appreciation for a variety of elements involved in creating and marketing a successful new product in today's complex environment. It examines both internal organizational and external environment influences on the new product development process. Using a collaborative learning environment, it explores topics in developing and implementing a market-based approach in innovation.

**Department:** Marketing

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**Prerequisite(s):** (MKT 3300 w/C or better)

**Corequisite(s):** MKT 3341

MKT 3341A. New Product Dev & MKt Lab.
The course offers a hands-on, project-based approach to new product development and marketing. Course activities culminate in a comprehensive marketing plan for a new venture.

**Department:** Marketing

**1.5 Credit Hour**

**1.5 Total Contact Hour**

1.5 Lab Hour

0 Lecture Hours

0 Other Hours

**Corequisite(s):** MKT 3340

MKT 3350. Marketing Metrics.
The course introduces students to the standard marketing metrics. Decision-makers demand increased accountability for business programs, expenditures, and investments, intending to make evidence-based decisions for the allocation of scarce resources. Firms employ metrics to capture the impact of marketing programs and make better decisions.

**Department:** Marketing

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better)

MKT 4301. Marketing Research.
Marketing Research: Scientific methods of analysis and statistical techniques are employed in solving marketing problems. Emphasis on collection of information from internal and external sources; analysis, interpretation, and presentation of research findings.

**Department:** Marketing

**3 Credit Hours**

**3 Total Contact Hours**

0 Lab Hours

3 Lecture Hours

0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better AND QMB 2301 w/D or better)
MKT 4304. Social Media Marketing.
Electronic Marketing (3-0) This course examines Web-based communication, direct selling through electronic commerce, and internet based promotional communications. Prerequisites: MKT 3300.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours
Prerequisite(s): (MKT 3300 w/D or better)

MKT 4305. Selling and Sales Management.
Selling and Sales Management: Presents the techniques of effective personal selling; the function and duties of the sales representative; and the task of sales management in staffing, training, and motivating the sales force.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours
Major Restrictions:
Restricted to majors of ACCT, BAMA, BSAD, ECON, FIN, GENB, INBU, INFS, ISBA, MGMT, MKT, OSCM, POM
Prerequisite(s): (MKT 3300 w/D or better)

MKT 4307. Multi-Cultural Marketing.
Multi-Cultural Marketing: Emphasis is placed upon the consumer diversity evidenced in the U.S. marketplace and the corresponding market segmentation opportunities. The course focuses on developing marketing strategies targeting Hispanic consumers and other significant culture-based consumer groups.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours
Major Restrictions:
Restricted to majors of ACCT, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM
Prerequisite(s): (MKT 3300 w/D or better)

MKT 4310. Principles of Retailing.
Principles of Retailing: Analysis of retail store management including personnel requirements and career opportunities with emphasis on modern methods in buying, receiving, pricing, merchandise and financial control, sales promotion, and customer.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours
Major Restrictions:
Restricted to majors of ACCT, BAMA, BSAD, ECON, FIN, GENB, INFS, ISBA, MGMT, MKT, OSCM, POM
Prerequisite(s): (MKT 3300 w/D or better)
MKT 4325. International Marketing.
International Marketing: Emphasis is placed upon the marketing function from the viewpoint of the marketing manager who must recognize differences in market arrangement and in legal, cultural, and economic factors in different countries. Areas covered include planning and organizing for international operations, interrelationships with other functions, product strategy, pricing, promotion, channels, and financial aspects of international marketing.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, ISBA, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better)

MKT 4330. Advanced Marketing Analytics.
Advanced Marketing Analytics: This course focuses on advanced analytical tools used in marketing, including: choice based conjoint, choice modeling, text mining, perceptual mapping, network analysis, and time series forecasting. This course emphasizes economic and mathematical intuition and application, rather than a pure mathematical or statistical treatment, of various methods in marketing contexts.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Prerequisite(s):** (MKT 3330 w/C or better AND MKT 4301 w/C or better)

**Corequisite(s):**

MKT 4335. Marketing Projects.
Emphasis is placed upon the development, operationalization, and successful completion of marketing projects. The course consists of a structured community-based project in which students engage in experiential learning by developing a marketing solution for a community partner. This course strengthens students' understanding of their leadership role in business and society and develops students' analytical, problem-solving, teamwork, project management, oral, and written communication skills.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better)

MKT 4350. Brand Management.
This course serves as an overview course in brand management. It examines the building and management of brands from both a managerial and consumer perspective. Students enhance their understanding of decisions related to building and measuring brand awareness, brand associations, brand image, brand loyalty, and brand equity. The course promotes the understanding of consumer-brand meaning, customer value, and brand positioning.

**Department:** Marketing

3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

**Major Restrictions:**
Restricted to majors of ACCT, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, MGMT, MKT, OSCM

**Prerequisite(s):** (MKT 3300 w/D or better)
MKT 4391. Services Marketing.
Services Marketing: This course integrates concepts from other marketing areas to adapt them to services marketing. The focus is on the unique properties of services. A distinctive approach to services marketing strategy development and execution is examined.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

Major Restrictions:
Restricted to majors of ACCT, BAMA, BSAD, ECON, FIN, GENB, INBU, INFSC, ISBA, MGMT, MKT, OSCM

Prerequisite(s): (MKT 3300 w/D or better)

MKT 4395. Strategic Marketing Management.
Strategic Marketing Management: An integrating course in marketing, systematically oriented with emphasis on the marketing mix, and special attention to market analysis, marketing information, and sales forecasting.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

Major Restrictions:
Restricted to majors of ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFSC, IS, ISBA, MGMT, MKT, OSCM

Prerequisite(s): (MKT 3302 w/D or better AND MKT 4301 w/D or better)

MKT 4396. Marketing Internship.
Marketing Internship: Designed to provide practical work experience in marketing. To be taken during the senior year with permission of the internship advisor and department chairperson. Prerequisites: Department approval.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
0 Lecture Hours
3 Other Hours

Major Restrictions:
Restricted to majors of ACCT, BSAD, CIS, ECON, FIN, GENB, INBU, INFSC, IS, ISBA, MGMT, MKT, OSCM

Prerequisite(s): (MKT 3302 w/D or better)

MKT 4398. Independent Study In Marketing.
Independent Study In Marketing: Individualized instruction in a particular issue in marketing. The nature and scope of the study is arranged with a faculty person. Prerequisites: Department approval.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
0 Lecture Hours
3 Other Hours

Prerequisite(s): (MKT 3302 w/D or better)

MKT 4399. Current Topics In Marketing.
Current Topics In Marketing (3-0) Topics to be announced. This course may be repeated for credit as topics are changed. Restricted to majors: ACCT, BSAD, CIS, ECON, FIN, MGMT, and MKT. Prerequisites: MKT 3302, other relevant coursework, and department approval.
Department: Marketing
3 Credit Hours
3 Total Contact Hours
0 Lab Hours
3 Lecture Hours
0 Other Hours

Prerequisite(s): (MKT 3302 w/D or better)