MARKETING (MKT)

MKT 309 Business Communications 3
Business and professional communication: job search skills; teamwork; communication technology; verbal and non-verbal strategies. Emphasizes effective persuasive, interpersonal, intercultural, and organizational strategies through business styles, formats, and presentations.
Prerequisites: Junior standing. major in ACCT, BADM, CARS, ECON, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 320 Principles of Marketing 3
Introduction to marketing with an emphasis on market segmentation, targeting, and positioning for consumer and business markets in domestic and international economics.
Prerequisites: ACC 201 (or ACC 218), ECO 201, CST 105, ISM 110, and any one of the following: MAT 115, MAT 120, MAT 150, MAT 191, MAT 292. major in ACCT, BADM, CARS, ECON, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 324 Professional Selling 3
Professional selling provides students with the knowledge and skill sets needed to give them the ability to make effective sales presentations to businesses or consumers.
Notes: Same as ENT 324.

MKT 325 E-commerce in Marketing 3
Introduction to e-commerce. Online and offline assignments, lectures, in-class group projects, case analyses, discussions and presentations.
Prerequisites: Grade of C or better in MKT 320. major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 326 Introduction to Retailing 3
Introductory course in the fundamentals of store organization, management, and merchandising.
Prerequisites: Grade of C or better in MKT 320. junior standing; major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 328 Sales Leadership 3
Problems in selling and sales management are dealt with from the strategic marketing perspective. The sales management process is addressed from the perspective of the profit-maximizing allocation of resources of the firm.
Prerequisites: Sophomore standing.
Notes: Same as ENT 328.

MKT 330 Social Media: A Marketing Perspective 3
Students explore how stakeholders define, measure, and assign value to corporate social media efforts. Skills are developed in managing change, innovation, and stakeholder partnerships related to social media.
Prerequisites: MKT 320.

MKT 403 Entrepreneurial Marketing 3
Focuses on marketing strategy, planning, and tactics for entrepreneurial firms. Addresses general marketing issues and specific “real world” marketing problems. Entrepreneurial firms serve as clients for student consulting teams.
Notes: Same as ENT 403.

MKT 407 Sports Marketing 3
Sports marketing applies marketing, promotion, and sales tools and techniques to the specific domain of sporting events, sporting activities, and sports related products. 
Prerequisites: Junior standing.

MKT 408 Operating Problems in Retailing 3
Examination and evaluation of politics and practices in retailing, with emphasis on advertising and its economic significance.
Prerequisites: MKT 326 and MKT 328. junior standing; major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 418 Advanced Merchandising 3
Merchandising policies, buying, stock planning and control, and merchandise pricing in modern retail stores.
Prerequisites: MKT 326 and MKT 328. junior standing; major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 420 Key Account Selling 3
Key account selling addresses the issues and problems salespeople must overcome when making a major sale (in terms of revenue or customer importance) in very competitive settings.

MKT 421 Promotion Management 3
Promotion process and decision criteria for making promotion management decisions. Emphasis on behavioral and communicative aspects of advertising, personal sales, and other promotional tools from a management decision-making viewpoint.
Prerequisites: Grade of C or better in MKT 320. major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 422 Fundamentals of Marketing Research 3
Marketing information systems, sampling theory, experimental design, psychological scaling techniques, longitudinal analysis. Particular attention to assumption structure underlying each technique. Case studies and problem approach. Student develops programs of action on basis of marketing research results.
Prerequisites: ECO 250, grade of C or better in MKT 320. major in ACCT, BADM, CARS, ENTR, FINC, INTB, MKTG, or STHP.

MKT 424 Consumer Behavior 3
Psychological and socioeconomic factors affecting consumer motivation, behavior, and buying decisions. Emphasis on current research on, and theory about, behavior of consumers as individuals and as members of socioeconomic groups.
Prerequisites: Grade of C or better in MKT 320. junior standing; major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 426 International Marketing 3
Issues in international marketing are addressed from both theoretical and experiential learning perspectives. A comprehensive team-based project involves the intensive use of the Internet in accessing electronic databases.
Prerequisites: Grade of C or better in MKT 320. major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

MKT 427 Personal Selling Internship 3
Minimum of 100 hours planned work experience in an organization with a personal sales force. Instructor will provide placement or must approve placement in advance.
Prerequisites: Permission of Instructor.
Notes: Same as ENT 427.

MKT 429 Advanced Marketing Management 3
Advanced analysis and decision-making techniques in marketing. Emphasis on strategic view. Major group project involves working with organizations to develop and present an actual marketing plan.
Prerequisites: MKT 422. major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.
MKT 444 Effective Selling 3
Designed to enhance the student's ability to present a product/service in a sales setting and negotiate the sale through an effective and efficient process.
Prerequisites: Junior standing.

MKT 450 Marketing Internship 3
Planned work experience in a marketing firm or the marketing department of a business/organization. Instructor must approve internship in advance.
Prerequisites: MKT 320 and MKT 422. 2.75 or higher GPA; permission of instructor;
Notes: Grade: Pass/Not Pass (P/NP).

MKT 493 Honors Work 3-6
Prerequisite: Permission of instructor; 3.30 GPA in the major, 12 s.h. in the major;
Notes: May be repeated for credit if the topic of study changes.

MKT 530 Researching Opportunities in Entrepreneurship and Economic Development 3
Students will learn how to conduct research necessary to make informed decisions for an entrepreneurial venture and measure and assess economic development opportunities. No business research experience necessary.
Prerequisites: Junior, senior, or graduate standing.
Notes: Same as ENT 530, GES 430/GES 630, LIS 530.