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 151, 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 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 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, GEO 530, LIS 530.