**MARKETING (MKT)**

**MKT 300X Experimental Course 1-6**
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

**MKT 309 Business Communication & Innovation 3**
Business and professional communication: teamwork, communication technology, verbal and non-verbal strategies in a problem-solving, innovation context. Emphasizes effective persuasive, interpersonal, intercultural, and organizational strategies through business styles, formats, and presentations.

**Prerequisites:** Junior standing, major in ACCT, BADM, ECOS, ENT, 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), CST 105, ECO 201, ISM 110, and any one of the following: MAT 115, MAT 120, MAT 150, MAT 151, MAT 191, MAT 292. major in ACCT, BADM, ECOS, 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, including direct selling.

**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, CAR, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

**MKT 328 Sales Leadership 3**
Problems in selling, direct 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. Students in this class analyze cases in direct selling and evaluate optimal ways to build a strong direct selling team.

**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:** Grade of C or better in MKT 320.

**MKT 400X Experimental Course 1-6**
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

**MKT 403 Entrepreneurial Marketing 3**
Focuses on marketing strategy, planning, and tactics for entrepreneurial firms. Addresses general marketing and selling issues -- including direct selling -- and specific "real world" marketing problems. Student teams will work with on a specific start-up case and develop a marketing plan for that firm.

**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 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, direct selling, and other promotional tools from a management decision-making viewpoint.

**Prerequisites:** Grade of C or better in MKT 320. major in ACCT, BADM, CAR, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

**MKT 422 Fundamentals of Marketing Research 3**
Conceptual foundation of qualitative and quantitative marketing research, sampling theory, experimental design, and psychological scaling techniques, along with analytic skills using user-friendly data analysis software. Case analysis as well. Student develops application abilities through assignments and a course project.

**Prerequisites:** ECO 250, grade of C or better in MKT 320. major in ACCT, BADM, CAR, 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, CAR, 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, CAR, 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 or MKT 440. major in ACCT, BADM, CAR, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

**MKT 430 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 430, GES 430, LIS 430.
**MKT 440 Digital Marketing Analytics 3**
Students are introduced to the marketing analytics process with emphasis on analyzing digital marketing data. Students learn common performance metrics of digital marketing data and how to analyze digital data.

**Prerequisites:** MKT 320 and MKT 330.

**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**
Honors Work.

**Prerequisites:** 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.

**Notes:** Same as GES 630, LIS 530, ENT 630.