

COURSE DESCRIPTIONS

MKTG 412A Engaging Customers 2 CREDITS

This course explores nontraditional avenues for reaching customers. Its focus is primarily on digital tools for communicating about, distributing, and pricing products, particularly for the smaller organization. It also addresses online approaches to assessing marketing effectiveness.

MKTG 412B Understanding Customers 2 CREDITS

This course investigates how customers make buying decisions and various influences on customer behavior. The understanding of how customers think and behave informs further exploration of how to successfully capture customer attention and meet customer needs.

MKTG 300 Principles of Marketing 3 CREDITS

An introduction to the terminology, concepts and activities that comprise marketing. Emphasizes product, price, distribution and promotional decisions marketing managers make that are crucial to the success of an organization.

MKTG 303 Professional Selling 4 CREDITS

An analysis of current models of professional selling procedures. Emphasizes the practical application of procedures to sell successfully. Role-playing is used extensively to apply the practical knowledge to selling situations.

MKTG 305 Entrepreneurial Marketing 2 CREDITS

Entrepreneurs face two major constraints as they seek to market their new businesses. Both time and money are scarce. Fortunately, recent advances in social media marketing have brought a number of tools to the aid of startups. However, competition for customers' attention is fierce. This course will introduce you to the tools and best practices needed to market your startup in today's crowded and rapidly changing marketplace.

MKTG 401 Directed Studies 1 to 4 CREDITS

A tutorial-based course used only for student-initiated proposals for intensive individual study of topics not otherwise offered in the Marketing Program. Requires consent of instructor and school dean. This course is repeatable for credit.

MKTG 412 Special Topics in Marketing 1 to 4 CREDITS

Current topics of interest in marketing are explored. The title changes according to the contemporary marketing issue being examined.

MKTG 420 Consumer Behavior 4 CREDITS

This course provides students with a managerial perspective of consumer behavior. Students examine how psychological, sociological and anthropological bases of behavior influence purchase and consumption of consumer goods and services.

MKTG 422 Sports Marketing 2 CREDITS

This course is an introduction of sport marketing principles and their application to professional sports. Students will learn about the influence of sports on social, cultural and business.

MKTG 428 Advertising 4 CREDITS

This course is an introduction to the terminology, institutions and functions of advertising as a tool for marketing communication. Emphasizes the managerial aspects of advertising.

MKTG 435 Marketing Research and Planning 4 CREDITS

Provides a detailed examination of marketing research including the design of a marketing research project. Includes the development of a marketing plan based on the results of the research process.

MKTG 490 Senior Seminar in Marketing 4 CREDITS

This is an integrative course in marketing planning and strategy that delineates the relationship among marketing decisions. Marketing functions are examined through application, focusing on case analysis to successfully integrate all elements of the managerial process. The course presents concepts from a decision making perspective rather than from a descriptive point of view. This approach reflects our emphasis on the marketing decisions that students are most likely to confront in their careers. Additionally, because marketing managers are held accountable for profits as well as sales, budgetary considerations of marketing decisions are discussed. (WCore: SC)