

MKTG - MARKETING (MKTG)

MKTG U350 Principles of Marketing 3 Credit Hours

Exchange relationships between buyers and sellers in a dynamic global marketplace. Focus areas include: environmental analysis, marketing research, buyer behavior, marketing strategy, business ethics, and the societal impacts of marketing activity of integrated marketing organizations.

Prerequisite(s): 54 credit hours earned.

MKTG U351 Consumer Behavior 3 Credit Hours

Consumer decision-making processes in a dynamic global marketplace. Selected concepts from psychology, sociology, economics, anthropology, and other behavioral disciplines are examined to develop a managerial perspective on predicting and interpreting consumer responses to marketing strategies.

Prerequisite(s): 54 credit hours earned and MKTG U350.

MKTG U352 Marketing Communications 3 Credit Hours

Selection and implementation of promotional strategies in a dynamic global marketplace. Focus areas include: integrated marketing communication processes, psychological, sociological and cultural factors influencing promotion decision making.

Prerequisite(s): 54 credit hours earned and MKTG U350.

MKTG U354 Social Media Marketing 3 Credit Hours

Marketing activities on social media platforms. Primary focus is the interaction between firms and consumers in the social media space, and the marketing communication strategies across varying social media platforms.

Prerequisite(s): MKTG U350.

MKTG U355 Marketing Graphics 3 Credit Hours

The design skills necessary for a career in marketing. Programs include Adobe Creative Suite and various design applications.

Prerequisite(s): MKTG U350.

MKTG U356 Brand Management 3 Credit Hours

Behavioral foundations of brands and brand development. Topics include processes involved in conceiving, building, marketing, and reinforcing the brand identity within and outside the organization to develop a road-map for strong brands.

Prerequisite(s): MKTG U350.

MKTG U451 Applications of Corporate Marketing 3 Credit Hours

Case study of a business. Corporate best practices in marketing, management, and customer service with application to other business problems and situations are analyzed.

Prerequisite(s): MKTG U350.

MKTG U452 International Marketing 3 Credit Hours

Selection of markets and the development of marketing strategy in a dynamic global marketplace. The influences of different demographic, political, legal, cultural, competitive economic, technological, and natural environments are highlighted in order to conduct business across political borders.

Prerequisite(s): MKTG U350.

MKTG U454 Digital Marketing 3 Credit Hours

Delivery methods including, but not limited to web-based marketing, email marketing, search-engine optimization, and online advertising.

Prerequisite(s): MKTG U350.

MKTG U455 Topics in Marketing 3 Credit Hours

Study in selected current topics in marketing. May be repeated with permission of advisor.

Prerequisite(s): MKTG U350.

MKTG U456 Business Marketing 3 Credit Hours

Industrial, governmental, and nonprofit sector markets as distinguished from personal household consumption. Topics include the methods used by marketers to create marketing strategies throughout an integrated supply chain in a dynamic global marketplace.

Prerequisite(s): MKTG U350.

MKTG U457 Marketing Research 3 Credit Hours

Research methods and procedures used in the marketing process. Particular emphasis is given to the sources of market data, sampling, preparation of questionnaires, collection and interpretation of data and the relation of market research to the policies and functions of the business enterprise. Emphasis is placed upon differences in life-style, beliefs and attitudes, and their influences upon the marketing decisions of the firm.

Prerequisite(s): MKTG U350 and one of the following: ECON U291, MATH U102, or equivalent.

MKTG U458 Marketing Management 3 Credit Hours

Strategic marketing decision-making in integrated organizations competing in the dynamic global marketplace. Focus areas include: the policy areas of an organization, marketing research, marketing strategy, buyer behavior, forecasting, cost and profit analysis, and total quality management.

Prerequisite(s): MKTG U350 and MKTG U351; and one of the following: MKTG U352, MKTG U452, MKTG U455, MKTG U456, MKTG U457, or MKTG U459.

MKTG U459 Personal Selling and Sales Management 3 Credit Hours

Development of personal selling skills and management of sales function. Focus areas include: preparation, prospecting, interviewing, trial closes, handling objections, closing after-sales support, recruitment, selection, motivation, training, development, compensation, supervision, and other managerial topics.

Prerequisite(s): MKTG U350.