

MARKETING (MRKT)

MRKT 281 Marketing Principles/ Strategy 3 Credit Hours (3,0)

A study of the marketing principles, variables, institutions, target markets, marketing mix and the development of marketing strategy.

Prerequisite(s): ENGL110

MRKT 283 Principles of Selling 3 Credit Hours (3,0)

The study of personal selling and its requirements. Topics included are buyer behavior, sales presentations from prospecting to closing the sale, and overcoming objections. Sales interviews by students are an integral part of the course.

MRKT 379 Sports and Events Marketing 3 Credit Hours (3,0)

A study of the theories, concepts, impacts, and contemporary issues unique to sports and events marketing, including the marketing of athletes, teams, leagues, celebrities, entertainment, and special events.

Prerequisite(s): MRKT281 or special permission of instructor

MRKT 381 Consumer Behaviors 3 Credit Hours (3,0)

A study of behavioral concepts related to consumer behavior. Attention is directed toward understanding consumer needs, perceptions, attitudes, intentions and behavior within a strategic and managerial framework. Topics include the differences of complex decision making and habit and between high and low involvement decision making. Emphasis is on predicting and understanding purchase behavior for best firm/consumer needs' match.

Prerequisite(s): MRKT281

MRKT 383 Digital Marketing 3 Credit Hours (3,0)

A study of the impact the Internet and other digital technologies have on the marketing of goods, services and ideas. Course will examine current e-marketing environment, strategy and management issues including consumer behavior, segmentation and targeting, differentiation and positioning, product, price, distribution, communication and customer relationship management. Ethical and legal issues will also be addressed.

Prerequisite(s): MRKT281

MRKT 384 Social Media Marketing 3 Credit Hours (3,0)

The course content will provide insight to social interactions, examining the various social media channels available to marketers, social marketing strategies, and track their effectiveness. Social media is heavily technology-driven, the course will cover relevant aspects in digital marketing, its relation to buying and selling of goods and services, or the transmitting of funds or data, over an electronic network.

Prerequisite(s): Sophomore Standing

MRKT 385 Services Marketing 3 Credit Hours (3,0)

A study of the principles and practices unique to service providers. The focus of this course is to examine how the marketing of services differs from traditional marketing principles/concepts applied to goods and the alternative strategies for service providers to improve service marketing effectiveness and customer interactions.

Prerequisite(s): MRKT281

MRKT 386 Mobile Marketing 3 Credit Hours (3,0)

The course defines mobile marketing, designs strategies, tracks ROI of mobile advertising, and instructs students in the application and design of mobile websites. The course teaches students how users engage with mobile, create a clear marketing strategy, target segment and measure mobile campaigns.

Prerequisite(s): Sophomore standing

MRKT 387 Advertising Theory/Practice 3 Credit Hours (3,0)

A study of the principles and practices in various advertising media such as newspaper, radio, television, outdoor and direct mail; consideration of creative methods, consumer behavior, measurement of effectiveness and coordination with other aspects of the promotional program.

Prerequisite(s): MRKT281

MRKT 388 Retail Management 3 Credit Hours (3,0)

A study of the field of retailing. A survey of retail institutions; store location and organization; buying and merchandising techniques; retail advertising, sales promotion and image; human resource policies; and store protection.

Prerequisite(s): MRKT281

MRKT 480 Marketing Research 3 Credit Hours (3,0)

Application of research methods to the field of marketing. Methods of gathering and presenting data, market analysis, consumer surveys and sales forecasting. Students will participate in a research project.

Prerequisite(s): BUSN211, MRKT281 and MRKT381

MRKT 481 Marketing Management 3 Credit Hours (3,0)

A study of the essential tasks of marketing managers: (1) identifying marketing opportunities, (2) developing marketing plans, and (3) implementing these plans by introducing marketing strategies.

Prerequisite(s): MRKT281, MRKT381, MRKT480 and senior status