

## MARKETING • MKT

- 3401 Principles of Marketing (3)** Prereq.: ACCT 2000 or 2001 (2002), and either ECON 2030 or ECON 2000 (2001) and 2010 (2011). An honors course, MKT 3402, is also available. Credit will not be given for both this course and MKT 3402. Lecture-discussion, case analysis, marketing-simulation game; the field of marketing; marketing environment, functions, and institutional structure at a macro level; marketing strategy and policies at a micro level; problems of cost and productivity; view points of society, consumer, and marketing manager.
- 3402 HONORS: Principles of Marketing (3)** Same as MKT 3401, with special honors emphasis for qualified students. Credit will not be given for this course and MKT 3401.
- 3410 Sports Marketing (3)** Application of marketing concepts to sports and leisure activities; emphasis on planning and strategy development.
- 3411 Consumer Analysis and Behavior (3)** Prereq.: MKT 3401 and permission of department. Dynamics of consumer markets; their significance to marketing executives; identification and measurement of market segments; analysis of their behavioral patterns as a basis for marketing strategy.
- 3413 Marketing Research (3)** Prereq.: MKT 3411 and ISDS 2000. Open only to College of Business students; open to others with permission of department. Formulation of marketing policies; theories, concepts, and methodology involved in applying research to marketing problems.
- 3421 Marketing Communication: Promotion (3)** Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm's problems of demand stimulation; concepts related to integration and organization of promotional effort to facilitate communication programs for products and/or services.
- 3427 Buyer-Seller Communication (3)** Prereq.: MKT 3401. Communication theory and sales principles needed for successful sales career; buyer behavior and sales tactics; sales strategies; communication in buyer-seller relationships.
- 3431 Retailing Management (3)** Prereq.: MKT 3411. Store organization, operation, and management; retail method of inventory; problems connected with retail buying and selling.
- 3441 Business Marketing (3)** Prereq.: MKT 3401. Strategies developed by manufacturers to compete for markets; differences between industrial and final consumer markets; function of industrial purchasing with regard to selection of sources of supply and development of purchasing policies; strategic overview of marketing; how companies buy and sell from each other; not confined to industrial companies.
- 3500 Marketing Tools Fundamentals (3)** Prereq.: credit or registration in MKT 3401 and permission of department. Coverage of current and emerging computer-based and other tools used by marketing practitioners.
- 4414 Marketing Research Field Project (3)** Prereq.: MKT 3401 and permission of the department. Advanced marketing research problems and theory.
- 4423 Sales Management (3)** Prereq.: MKT 3401. Principles of sales planning and control; organizing sales departments, developing territories, motivating sales persons, and controlling sales operations.
- 4437 Direct Marketing (3)** Principles of direct marketing process; planning and implementation of direct marketing campaigns; direct marketing through direct mail, catalogs, publications, telephone, and electronic media; list management and data base marketing; direct marketing campaigns for consumers, business customers, and international markets.
- 4440 Marketing on the Internet (3)** Prereq.: MKT 3401 and permission of department. Appreciation of marketing principles and practices pertaining to the use of the Internet by organizations.
- 4442 Strategic Marketing (3)** Prereq.: MKT 4440 or consent of instructor. Study of the concepts, principles, and practices concerning the development and implementation of a strategic plan for use in electronic commerce on the Internet with emphasis on the Internet as an alternative marketing delivery system.
- 4443 International Marketing (3)** Prereq.: MKT 3401. Global marketing environment and analytical processes; global marketing as all-encompassing (import-export, joint ventures, foreign subsidiaries, licensing, management contracts); marketing systems in various countries; strategies for international and multinational operations.
- 4445 Internship in Marketing (1-6)** Prereq.: senior standing or consent of instructor. Primarily for seniors in marketing. May be repeated for a max. of 6 sem. hrs. credit. Pass-fail grading. On-the-job experience in approved marketing positions.
- 4451 Marketing Management (3)** Prereq.: MKT 3413, and senior standing. Open only to College of Business students; open to others with permission of department. Analytical principles used in development of strategies for solving marketing problems; policy areas of product, price, channels, and promotion integrated in development of the firm's total marketing effort.
- 4477 Independent Study: Advanced Marketing Problems (1-6)** For undergraduate students in the E. J. Ourso College of Business with a gpa of 3.00 or above. May be repeated for a max. of 6 sem. hrs. credit. Pass-fail grading. Independent research under direction of a faculty member.
- 4488 Advanced Topics in Retailing Management (3)** Prereq.: MKT 3431. Application of retailing theory and management techniques in areas of strategic planning and its interfaces with retailing operations; market area analysis, locational strategies and site selection; merchandising policies and in-store operations; store management, product distribution, and departmental layout.
- 4490 Services Marketing (3)** Prereq.: MKT 3401. Developing, pricing, distributing, and promoting the service; control of quality of customer encounters through service automation and/or employee selection and training; place of marketing in service organization structure; strategic implications of structure of service industries.
- 4500 Entrepreneurial Marketing and Sales (3)** Prereq.: MGT 3111 and MKT 3401 and Entrepreneurship Minor, or Entrepreneurship Concentration, or permission of instructor. This course will look at the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in marketing efforts of all firms. Attention will be devoted to understanding the common mistakes entrepreneurs make when it comes to marketing and how to sell an idea/product in an entrepreneurship environment.
- 7110 Marketing Tools Foundations and Applications (3)** Prereq.: credit or registration in BADM 7100 or equivalent. Coverage of current and emerging tools used by marketing practitioners, including customer tracking systems, market segmentation tools, market share analysis, competitive intelligence, applications to real and/or simulated market situations.
- 7120 Customer Decision Making and Brand Marketing Strategy (3)** Prereq.: BADM 7100 or equivalent. Treatment of key elements of consumer decision making with emphasis on formulation of brand marketing strategy based on consumer behavior models, constructs, and information.
- 7130 Marketing Research and Brand Analysis (3)** Applications of marketing research methods such as qualitative research techniques, marketing surveys, marketing experiments, and brand analysis techniques.
- 7140 Promotion Management and Strategy (3)** Prereq.: BADM 7100 or equivalent. Examines the techniques and methods used by marketing communicators with emphasis on theory and best practices; including development of a marketing promotions strategy for a present or emerging marketing organization.
- 7150 Global Marketing Issues and Strategies (1.5)** Prereq.: BADM 7100 or equivalent. Examination of marketing strategies and tactics available to organizations seeking to compete with global markets.
- 7160 Services and Professional Services Marketing (3)** Prereq.: BADM 7100 or equivalent. Introduction to services marketing with emphasis on issues involved in planning, implementing, and controlling professional services marketing.
- 7300 Brand Marketing Strategy (3)** Prereq.: MKT 7120 and 7130. Coverage of brand marketing strategy formulation, including market and competitor analysis, plus resource allocation; emphasis on issues involved in marketing strategy formulation and implementation.
- 7443 Advanced Seminar in International Marketing (3)** Prereq.: MKT 4451 or BADM 7100 or equivalent. Marketing management decision processes and marketing systems in the global environment; application to multinational business operations and strategy development; marketing techniques of foreign market entry; product, pricing, promotion, and distribution decisions.
- 7450 Topics in Advanced Marketing Management (3)** Prereq.: BADM 7100 or permission of instructor. May be taken for a max. of 6 hrs. of credit when topics vary. Survey of marketing management areas such as distribution channels, pricing, and product management.
- 7471 Marketing Strategy (3)** Design, implementation, and evaluation; corporate marketing models; demand forecasting; marketing programming; product, price, promotion, and distribution policies; information systems; marketing audit; application of economic, quantitative, and behavioral tools as strategic aids to marketing management; model-building approach used to demonstrate tool applications in product, price, promotion, and distribution strategies.
- 7476 Marketing Theory and Thought (3)** Evolution of marketing concepts, terminology, principles, and theory; development of a frame of reference for understanding the meaning and consequences of theory; prediction of future theoretical development.
- 7477 Seminar in Advanced Marketing Problems (3)** May be taken for a max. of 9 hrs. of credit.
- 7486 Applications of Marketing Theory (3)** Prereq.: MKT 7476 and 7713. Marketing theory development and testing; theory operationalization and refinement.
- 7488 Marketing Models (3)** Prereq.: BADM 7100 or consent of instructor. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equation modeling.
- 7713 Marketing Construct Analysis (3)** Prereq.: MKT 4451 or BADM 7100 or permission of instructor and ISDS 7024 or equivalent. Open to doctoral students. Treatment of the theory, conceptualization, and measurement of constructs used in marketing research with emphasis on the development and refinement of marketing construct measures.
- 7716 Advanced Marketing Research Techniques (3)** Prereq.: BADM 7100. Advanced designs and techniques applied to marketing research; theory and assumptions of analytical methods; marketing applications; use of computer programs; marketing strategy; interpretations of empirical results.
- 7717 Advanced Seminar in Consumer Behavior (3)** Prereq.: MKT 4451 or BADM 7100. Open only to doctoral students. Theoretical, conceptual, and methodological issues for selected topics in this area.
- 7720 Seminar in Marketing Theory and Experimental Methods (3)** Prereq.: BADM 7100 or equivalent. Nature and importance of theory in marketing, interplay of theory and research methods; validity and implications in marketing and consumer research; experimental and quasi-experimental design; pluralism in marketing and consumer research.
- 8000 Thesis Research (1-12 per sem.)** "S"/"U" grading.

**8900 Pre-dissertation Research (1-9)** *May be repeated for credit.*  
**9000 Dissertation Research (1-12 per sem.)** *"S"/"U" grading.*

