

Marketing (MKTG)

Courses

MKTG 198. First Year Seminar. 3 Credits.

First Year Seminar, topics vary.
Reserved for New Incoming Freshman
Fall Only.

MKTG 322. Principles of Marketing. 3 Credits.

The marketing system and the managerial techniques used to market goods, services and organizations. Relationships between marketing activities and economic, political and social institutions; understanding consumer behavior; product, price, promotion and distribution decisions.
P: Sophomore status
Fall and Spring.

MKTG 327. Selling and Sales Management. 3 Credits.

Principles and techniques of successful selling that lead to a mutually profitable relationship between salesperson and customer. The nature and scope of sales management: selecting and training sales personnel, importance of customer satisfaction, relationship of company philosophy to the sales force, fundamentals of communication processes.
P: MKTG 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5
Fall Only.

MKTG 345. Digital Marketing. 3 Credits.

The course examines marketing from a digital marketing perspective. It helps students to get a detailed understanding of all digital marketing strategies like online advertising, digital display, video, mobile, and search engine management. Students will learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
P: Sophomore status
Fall and Spring.

MKTG 421. International Marketing. 3 Credits.

The course is designed to help students explore the global market via the disciplines of economics, cultural studies, geography, history, languages, jurisprudence, demographics, politics, and many others. The opportunities and the threats that emanate from the global marketplace are highlighted, and the need for an international marketing approach on the part of individuals and institutions is emphasized.
P: MKTG 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.
Fall and Spring.

MKTG 423. Advertising. 3 Credits.

Developing and executing advertising campaigns; how these campaigns fit into the total marketing mix; social, legal, and economic considerations and constraints involved in the advertising campaign planning process.
P: MKTG 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.
Fall and Spring.

MKTG 424. Research Methods. 3 Credits.

Techniques of obtaining and analyzing information about business problems; obtaining and interpreting data from primary and secondary sources for business decisions.
P: BUS ADM 220 and MKTG 322
Spring.

MKTG 426. Marketing Strategy. 3 Credits.

Advanced level course in marketing. Strategic interrelationships, development of analytical techniques and abilities and decision making in marketing.
P: MKTG 322
Fall Only.

MKTG 428. Consumer Behavior. 3 Credits.

Theories of buyer behavior, including ultimate and industrial customers, and their implications for marketing management.
P: MKTG 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.
Fall and Spring.

MKTG 447. Social Media Marketing. 3 Credits.

This course explores how students can measure digital advertising activity and implement best practices for using data to perform an online digital strategy. This course will introduce students to analytics platforms from a practical marketing perspective. Topics covered are: digital advertising, social media marketing and multimedia platforms.
P: MKTG 322
Spring Even.