

Marketing (MKTG)

Courses

MKTG 322. Introductory 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: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5

Fall Only.

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: Bus Adm 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: Bus Adm 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. Marketing Research. 3 Credits.

Techniques of obtaining and analyzing information about marketing problems; obtaining and interpreting data from primary and secondary sources for marketing decisions.

P: Math 260 or Bus Adm 216 and Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall Only.

MKTG 426. Marketing Management. 3 Credits.

Advanced level course in marketing. Strategic interrelationships, development of analytical techniques and abilities and decision making in marketing.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Spring.

MKTG 428. Consumer Behavior. 3 Credits.

Theories of buyer behavior, including ultimate and industrial customers, and their implications for marketing management.

P: Bus Adm 322 and Bus Adm major or minor or Acctg major or minor and an overall minimum GPA of 2.5.

Fall and Spring.