

# Marketing (MKTG)

---

## Courses

### **MKTG 198. First Year Seminar. 3 Credits.**

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

### **MKTG 297. Internship. 1-6 Credits.**

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings. Course is repeatable for credit; may be taken 3 times for a total of 6 credits. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.  
FSS.

### **MKTG 298. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

### **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 325. Negotiation and Conflict Resolution. 3 Credits.**

This course explores the theory and practice of negotiation and conflict resolution in professional and organizational contexts. Students will develop essential skills for identifying, analyzing, and resolving conflicts through effective negotiation strategies. Topics include understanding the dynamics of conflict, negotiation styles, communication techniques, and cultural considerations. Students will learn to apply practical frameworks for achieving mutually beneficial outcomes, managing difficult conversations, and fostering collaboration. This course is designed for professionals in management, human resources, and other fields where negotiation and conflict resolution are critical.

P: MKTG 322

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 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. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: Sophomore status and an overall minimum GPA of 2.5

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 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. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: MKTG 322 and an overall minimum GPA of 2.5

Fall and Spring.

**MKTG 424. Research Methods. 3 Credits.**

This marketing course focuses on different techniques of obtaining and analyzing information about marketing problems; obtaining and interpreting data from primary and secondary sources for business decisions that deal with different aspects of marketing.

P: BUSAN 220 or MATH 260; MKTG 322 or consent of the instructor; and an overall minimum GPA of 2.5

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 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: MKTG 322 and an overall minimum GPA of 2.5

Fall and Spring.

**MKTG 447. Social Media Marketing and Analytics. 3 Credits.**

The course introduces fundamentals of social media marketing. The course examines the basics of social media marketing, highlights the importance, and introduces contemporary resources to students. Topic covered include social media platforms (e.g., Facebook, Twitter, Instagram, YouTube), advertising on social media platforms, content analyses, content development, influencer marketing, and social media marketing plans. The course adopts a hands-on approach combining lectures with experiential learning and industry certifications

P: Sophomore standing and an overall minimum GPA of 2.5

Fall Only.

**MKTG 478. Honors in the Major. 3 Credits.**

Honors in the Major is designed to recognize student excellence within interdisciplinary and disciplinary academic programs.

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.

Fall and Spring.

**MKTG 495. Teaching Assistantship. 1-6 Credits.**

The student and supervising teacher must prepare a statement that identifies the course with which the assistantship will happen, objectives for the assistantship, and expectations in order to fulfill the course objectives. Students are not eligible to receive credit in both the course they assist the instructor with and the teaching assistantship in the same semester. Typically student has previously taken the course prior to enrollment in the assistantship. Course is repeatable for credit. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: Overall minimum GPA of 2.5

Fall and Spring.

**MKTG 496. Project/Research Assistantship. 1-6 Credits.**

The student must prepare a research proposal, and both parties should identify the research arrangement and how the student will complete the work to fulfill the course objectives within the assigned term. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: Junior standing and an overall minimum GPA of 2.5

Fall and Spring.

**MKTG 497. Internship. 1-12 Credits.**

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings. Course is repeatable for credit. This course has been identified as a Cofrin School of Business High Impact Practice (HIP) course. HIPs are rigorous courses that include engaging teaching methods such as regular feedback, peer and faculty interaction, structured reflection, and application of knowledge.

P: Junior standing and an overall minimum GPA of 2.5

Fall and Spring.

**MKTG 498. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

P: Junior standing and an overall minimum GPA of 2.5

Fall and Spring.