

MARKETING (MKTG)

MKTG 179: 3 s.h.

Experimental

Experimental Course in Marketing

MKTG 279: 3 s.h.

Experimental

Experimental Course in Marketing

MKTG 332: 3 s.h.

Consumer Behavior

Analysis of individual and collective consumer behavior patterns both within and outside the marketplace through theoretical model building and empirical research findings. Emphasis on the role of consumer research in identifying, planning, implementing and evaluating both short-term and long-term marketing strategies. Offered annually. Prereq: C- or higher in BUAD 231.

MKTG 332H: 3 s.h.

Hon: Consumer Behavior

MKTG 333: 3 s.h.

Personal Selling

Covers skills and knowledge required of sales representatives to understand customers' needs and make effective presentations. Includes prospecting and contacting customers, making presentations, handling objections, closing the sale and developing long-term relationships. Emphasis on individual role-play and group presentations. Offered annually. Prereq: C- or higher in BUAD 231.

MKTG 335: 3 s.h.

Advertising

Economic and social roles of advertising in a contemporary business setting. Emphasis on the creation, development, implementation and evaluation of advertising campaigns through the analysis of creative processes, managerial techniques, media resources, budgeting methods and the concept of social responsibility. Offered annually. Prereq: C- or higher in BUAD 231.

MKTG 336: 3 s.h.

Retail Marketing

The role of retail institutions in the marketing system. Emphasis on strategy development in the retailing context. Offered infrequently. Prereq: C- or higher in BUAD 231.

MKTG 337: 3 s.h.

Sales Force Administration

Planning, direction and control of the sales force. Includes recruiting, selecting, training, supervising, compensating, motivating and evaluating sales representatives. Emphasis on acquisition of basic sales and managerial skills. Offered annually. Prereq: C- or higher in BUAD 231.

MKTG 379: 3 s.h.

Experimental

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MKTG 405: 3 s.h.

Topics in Marketing

Advanced, innovative, or exploratory topics and disciplines within marketing. Specific content items developed by instructor. Most topics will be for business majors only. Offered periodically. Prerequisites may vary. Consult the current course offering.

MKTG 431: 3 s.h.

Marketing Research

Research theory and techniques used in marketing activities. Stresses formulation of research objectives, instrument design, sample selection, data collection, statistical analysis, computer applications and report writing for managerial use. Offered fall, spring. Prereq: MATH 235, C- or higher in BUAD 231.

MKTG 431H: 3 s.h.

Hon: Marketing Research

MKTG 435: 3 s.h.

International Marketing

The development of marketing strategy for entering and competing with businesses in foreign countries. Uniqueness of foreign markets and their impact on the marketing manager's decision-making processes are examined. Offered annually. Prereq: C- or higher in BUAD 231.

MKTG 436: 3 s.h.

Marketing Strategy

Analysis of opportunities and problems confronting the marketing manager in decision making. Includes market segmentation, target marketing, positioning, market research, product life cycle strategies, marketing mix implementation and social responsibility. Emphasis on case analysis to bridge the gap between marketing theory and application. Offered annually. Prereq: MKTG (Formerly BUAD) 431 and 90 credits (Senior Standing).

MKTG 479: 3 s.h.

Experimental

Experimental Course in Marketing

MKTG 499: 1-4 s.h.

Departmental Honors

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