MARKETING (MKTG)

MKTG 179: 3 s.h.
Experimental Course in Marketing

MKTG 279: 3 s.h.
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 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.