

Marketing (MKTG)

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The Department of Marketing offers two majors leading to a Bachelor of Science in Business Administration degree: Marketing and Retail. Requirements for the Marketing major are listed here. Find out more about the major at the Retail page (<http://catalog.uark.edu/undergraduatecatalog/collegesandschools/sammwaltoncollegeofbusiness/retailretl>).

The major in marketing is designed to prepare students for careers involving product planning, distribution, promotion, and pricing strategies in profit or nonprofit organizations. In addition to a broad overview of the marketing functions within organizations, students are provided with knowledge and skills in consumer behavior, marketing research, and strategic marketing.

Students majoring in marketing are actively subjected to problem-solving situations, both domestic and international, where a variety of contemporary tools are employed to stimulate the strategic decision-making process. Supportive disciplines with which the marketer should be familiar include psychology, sociology, accounting, economics, statistics, quantitative analysis, and research methodology.

The marketing major is intended to provide students with broad knowledge and skills in marketing applicable to a wide range of profit and nonprofit organizations.

Requirements for a Major in Marketing

The major in marketing requires 21 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a marketing major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

Major Course Requirements 21

MKTG 3553	Consumer Behavior
MKTG 3633	Marketing Research
MKTG 4853	Marketing Management
Select four of the following:	
MKTG 3653	Category Management Topics
MKTG 4233	Integrated Marketing Communications
MKTG 4343	Selling and Sales Management
MKTG 4103	Marketing Topics (May take up to six hours from two different topics)
MKTG 4633	Global Marketing
MKTG 4433	Retail Strategy
MKTG 4443	Retail Buying and Merchandise
MKTG 4513	Nonprofit Marketing

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

Total Hours 21

Junior/Senior Business Electives (15 hours)

Marketing B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy>) for university requirements of the program.

Courses in BOLD must be taken in the designated semester. Courses in ITALIC may be taken in varied sequences as long as other designated requirements for these courses are met. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3	
MATH 2053 Finite Mathematics	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3	
WCOB 1111 Freshman Business Connection	1	
BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003) ¹	3	
ISYS 1120 Computer Competency Requirement	0	
U.S. History or Political Science – University Core	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)		3
ACCT 2013 Accounting Principles		3
WCOB 1033 Data Analysis and Interpretation		3
ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)		3
Natural Science – University Core		4
Year Total:	16	16

Second Year	Units	
	Fall	Spring
MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II	3	
ISYS 2103 Business Information Systems ¹	3	
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) ²	3	
Social Science – University Core	3	
Fine Art/Humanities– University Core	3	
SCMT 2103 Introduction to Supply Chain Management ¹		3
MGMT 2103 Managing People and Organizations ¹		3
ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) ²		3
Fine Art/Humanities – University Core		3

Natural Science – University Core	4
ALL pre-business requirements should be met by end of term	
Year Total:	15 16

Third Year	Units	
	Fall	Spring
MKTG 3433 Introduction to Marketing ¹	3	
FINN 3043 Principles of Finance ¹	3	
Junior Senior Business Electives	6	
MKTG 3633 Marketing Research		3
MKTG Elective		3
MGMT 3013 Strategic Management		3
Junior Senior Business Electives		3
General Education Elective		3
Year Total:	12	15

Fourth Year	Units	
	Fall	Spring
MKTG 3553 Consumer Behavior	3	
MKTG Electives	6	
General Education Electives	6	
MKTG 4853 Marketing Management		3
MKTG Elective		3
Junior Senior Business Elective		6
General Education Electives		3
Year Total:	15	15

Total Units in Sequence: 120

¹ Must be completed prior to MGMT 3013.

² Must be completed prior to taking any 3000 or 4000 level business course.

Marketing Minor for Business Students

The Department of Marketing offers a minor for Walton College students desiring more knowledge of marketing to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The 15 hours include the following courses:

MKTG 3433	Introduction to Marketing	3
MKTG 3553	Consumer Behavior	3
Select three of the following:		9
MKTG 3653	Category Management Topics	
MKTG 4233	Integrated Marketing Communications	
MKTG 4343	Selling and Sales Management	
MKTG 3633	Marketing Research	
MKTG 4633	Global Marketing	
MKTG 4433	Retail Strategy	
MKTG 4443	Retail Buying and Merchandise	
MKTG 4513	Nonprofit Marketing	
Total Hours		15

Students who desire to earn a Marketing minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

Allen, Bradley, Ph.D. (University of Texas at San Antonio), B.S. (Brigham Young University), Assistant Professor, 2017.

Ashton, Dub, Ph.D. (University of Georgia), M.B.A., B.S.B.A. (Memphis State University), Associate Professor, 1981.

Burton, Scot, Ph.D. (University of Houston), M.B.A., B.S.B.A. (University of Texas), Distinguished Professor, 1993.

Chen, Jialie, Ph.D. (Cornell University), B.A. (Shanghai University of Finance and Economics), Assistant Professor, 2018.

Cole, John Walker, M.B.A., B.A. (University of Arkansas), Instructor, 1997.

Cox, Nicole R., M.B.A. (University of Arkansas), B.S. (College of the Ozarks), Instructor, 2003.

Gauri, Dinesh K., Ph.D., M.A. (State University of New York-Buffalo), M.S. (Indian Institute of Technology, New Delhi), Professor, 2016.

Howlett, Betsy, Ph.D. (Duke University), M.S., B.A. (Lehigh University), Professor, 1995.

Jensen, Thomas D., Ph.D., M.A., B.A. (University of Arkansas), Professor, 1982.

Jensen, Molly R., Ph.D., M.A. (University of Arkansas), B.S. (Southwest Missouri State University), Clinical Associate Professor, 2003.

Jensen, Sarah, M.B.A., B.A. (Webster University), Instructor, 2009.

Kopp, Steven W., Ph.D. (Michigan State University), M.B.A. (University of Southern Mississippi), B.S. (University of Missouri-Rolla), Associate Professor, 1992.

Miles, Rebecca S., Ph.D. (Oklahoma Christian University), M.Ed. (Central State University), B.S. (Oklahoma Christian College), Clinical Assistant Professor, 2007.

Murray, Jeff B., Ph.D. (Virginia Polytechnic Institute and State University), M.A., B.A. (University of Northern Colorado), Professor, 1989.

Rapert, Molly, Ph.D. (University of Memphis), M.B.A., B.S.B.A. (University of Arkansas), Associate Professor, 1991.

Smith, Ronn J., Ph.D. (Washington State University), M.S., B.S. (Montana State University), Associate Professor, 2006.

Soysal, Gonca, Ph.D. (Northwestern University), M.S. (Northwestern University), M.E. (University of Florida), B.S. (Middle East Technical University), Assistant Professor, 2017.

Stassen, Robert E., Ph.D., M.B.A. (University of Nebraska-Lincoln), B.S. (University of Minnesota), Associate Professor, 1989.

Taylor, Jennifer, Ph.D. (University of Missouri-Kansas City), M.A. (University of Northern Iowa), B.A. (University of Kentucky), Research Professor, 2014.

Velliquette, Anne M., Ph.D. (University of Arkansas), M.A.B., B.S. (Southwest Missouri State University), Clinical Assistant Professor, 2014.

Villanova, Daniel, Ph.D. (Virginia Tech University), B.S.B.A. (Appalachian State University), Assistant Professor, 2018.

Courses

MKTG 3433. Introduction to Marketing. 3 Hours.

Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets. Prerequisite: (ECON 2013 and ECON 2023) or (ECON 2143) and WCOB 1033, each with a grade of C or better.

MKTG 3433H. Honors Introduction to Marketing. 3 Hours.

Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets. Prerequisite: (ECON 2013 and ECON 2023) or (ECON 2143) and WCOB 1033 each with a grade of C or better. This course is equivalent to MKTG 3433.

MKTG 3553. Consumer Behavior. 3 Hours.

Analyzes consumer motivation, buying behavior, market adjustment, product innovation and adaptation; consumer market measurement, including survey of economic, behavioral science theories of consumer market behavior, producer and intermediary reactions. Consumer decision making is evaluated as to psychological drives, sociological concepts used by producers, channel intermediaries, consumers; considers methods, techniques for measuring consumer behavior, and analyzing consumer markets. Prerequisite: MKTG 3433.

MKTG 3633. Marketing Research. 3 Hours.

Research designs, techniques, and analyses of primary and secondary data for the purposes of (1) developing market forecasts and segmentation analyses; (2) strategy implementation determining product development, pricing, distribution, and promotion decisions; and (3) monitoring customer attitudes, motivations and satisfaction. Prerequisite: MKTG 3433.

MKTG 3653. Category Management Topics. 3 Hours.

This course exposes new majors in Marketing and Supply Chain Management to the current thinking of management and supply chain professionals in consumer packaged goods (CPG) and the tools to determine consumer demand in the CPG industry. Corequisite: MKTG 3433. Prerequisite: SCMT 2103.

MKTG 4003H. Honors Marketing and Transportation Colloquium. 3 Hours.

Explores events, concepts and/or new developments in the field of Marketing and/or Transportation. Prerequisite: Senior standing.

MKTG 4103. Marketing Topics. 3 Hours.

Special topics in marketing not available in other courses. Topics are selected by the Marketing faculty for each semester each course is offered. Prerequisite: MKTG 3433. May be repeated for up to 6 hours of degree credit.

MKTG 4233. Integrated Marketing Communications. 3 Hours.

The theory, knowledge, and application relevant to the coordination of marketing communications including advertising, personal selling, sales promotion, public relations, and publicity. Prerequisite: MKTG 3433.

MKTG 4343. Selling and Sales Management. 3 Hours.

Examines how organizations and individuals communicate value and obtain desired results through the process of personal selling and customer relationship management, along with the role of sales management in the development of people and resource utilization within the firm. Prerequisite: MKTG 3433.

MKTG 4433. Retail Strategy. 3 Hours.

Concentrates on planning to meet the objectives and satisfy the retail marketing concept. Attention is devoted to retail format, competition among retail institutions, determination of store location, merchandise lines, atmospherics, and levels of customer service provided with the sale of consumer products. Prerequisite: MKTG 3433.

MKTG 4443. Retail Buying and Merchandise. 3 Hours.

Examination of supplier and buyer responsibilities and decisions associated with product assortment depth, budgets, promotions, inventory investment and control, and gross margin management for consumer goods including apparel, food, and durables. Prerequisite: MKTG 3433.

MKTG 4453. New Product Development. 3 Hours.

The course is structured along the three main dimensions of new product development: designing, manufacturing, and marketing of new products. An analytical approach is taken consistent with current thinking and practice of the industry. Students learn the best approaches from a marketing manager's perspective to effectively manage the NPD process. Prerequisite: MKTG 3433.

MKTG 450V. Independent Study. 1-3 Hour.

The Marketing Independent Study course permits students on an individual basis to explore select topics in Marketing and Retail. Independent study projects will explore topics relevant for marketing and retail that typically are not covered in the existing curriculum. Prerequisite: Junior standing.

MKTG 4513. Nonprofit Marketing. 3 Hours.

This course is designed to give students a deeper understanding of marketing in the nonprofit sector, how it functions and how nonprofit marketing differs from traditional for profit marketing through leadership opportunities. Students will work with local nonprofits on various marketing projects throughout the semester. The class will use a service learning model of instruction where students take a leadership role in project development and execution. Prerequisite: MKTG 3433.

MKTG 4633. Global Marketing. 3 Hours.

Examines differences in global environment; how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for global environments. Prerequisite: MKTG 3433.

MKTG 4853. Marketing Management. 3 Hours.

Strategic planning and management of the marketing function within the firm from a managerial viewpoint. Focus on the development and management of marketing strategies and tactics related to product, pricing, promotion, and distribution decisions. Prerequisite: MKTG 3633 and MKTG 3553.