

Marketing (MKTG)

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.

MKTG 5103. Introduction to Marketing. 3 Hours.

Introduction to marketing concepts and practices as applied to the retail consumer environment. Focuses on the strategic development, positioning, and management of products, promotion, distribution, pricing, and store environments in building customer relationships from retailer and supplier perspectives. (Core) May be repeated for degree credit.

MKTG 5223. Marketing. 3 Hours.

Product management, market research, marketing communications, retailing and distribution, consumer behavior, and social and ethical implications of marketing.

MKTG 5333. Retailing Strategy and Processes. 3 Hours.

Strategic planning and operation of retailing organizations. Investigation of the various types of retailing with emphasis on both the strategic and functional aspects in retail processes.

MKTG 5433. Consumer and Market Research. 3 Hours.

Modern marketing research methods and analyses applied to consumers, shoppers, and buyers of goods and services sold in competitive retail environments. Attention is given to both quantitative and qualitative methods, analyses, interpretation, and decision making. Prerequisite: MKTG 5103.

MKTG 5523. Marketing Analytics. 3 Hours.

This course is intended to teach students how to use data analytics to improve marketing decision making at every stage of the Strategic Marketing Process. The focus will be on the skills and tools needed to obtain, process, and analyze data to formulate and answer critical marketing questions and make managerial recommendations. This is a hands-on course that employs real-world databases, lectures, cases, and exercises. Prerequisite: MKTG 5103.

MKTG 5533. Strategic Category Management. 3 Hours.

Strategic planning and management of brands and product categories from both manufacturing and retailing perspectives. Focus is on the product brand development, pricing, distribution, and promotion of brands and their strategic and functional roles in the product mix.

MKTG 5543. Category Analysis and Management. 3 Hours.

Analysis and management of brands and product categories from supplier and retailing strategic perspectives. Focus is on brand and category strategic and functional roles in the merchandising mix as well as their development, pricing, distribution, promotion, and in-store placement. May be repeated for degree credit.

MKTG 5553. New Product Development and Strategy. 3 Hours.

Behavioral and social science concepts applied to retail shoppers, buyers, and consumers of products and services. Attention is given to research on the cognitive, affective, and experiential aspects involved in the acquisition, consumption, and disposal of products and services by individuals and households. Prerequisite: MKTG 5103.

MKTG 5563. Retail Strategy. 3 Hours.

The purpose of this course is to investigate the changing landscape of the retail industry. It should be noted that "retail" is an incredibly broad topic covering everything from consumer insights to supply chain to sales management. Retail is currently experiencing somewhat of a revolution as companies experiment with new technology, innovative ways to make shopping more enjoyable, or ways of engaging the customer in a way they are not likely to forget. This course will be based on identification and discussion of new trends that emerge in the retail environment. Prerequisite: MKTG 5223.

MKTG 636V. Special Problems in Marketing. 1-6 Hour.

Individual research problems. May be repeated for up to 6 hours of degree credit.

MKTG 6413. Special Topics in Marketing. 3 Hours.

Seminar in special topics in marketing. Topics vary depending upon the instructor. May be repeated for up to 3 hours of degree credit.

MKTG 6433. Seminar in Research Methods. 3 Hours.

Extensive review of literature illustrative of marketing research studies. Focuses upon theoretical foundations of research design, methodology, and analysis as well as interpretation of univariate, bivariate, and multivariate data in marketing theory exploration. May be repeated for up to 3 hours of degree credit.

MKTG 6443. Seminar in Marketing Theory. 3 Hours.

Comprehensive survey and critical review of the history of marketing thought and contemporary schools of thought in marketing discipline. In-depth research, review, synthesis, and a research proposal will be required in a selected topic from the perspectives of advancing marketing theory.

MKTG 6453. Seminar in Transportation and Business Logistics. 3 Hours.

Underlying theories and problems related to the development of logistical systems in the U.S. Attention focused on transport economics, the role of government in providing transportation facilities, and managerial issues related to integrating transportation, inventory control, warehousing, customer service levels, and facility location.

MKTG 700V. Doctoral Dissertation. 1-18 Hour.

Doctoral Dissertation. Prerequisite: Candidacy. May be repeated for degree credit.