

# Marketing Management (MKT)

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## Courses

### **MKT 121 Retail Management (3 Hours)**

Upon successful completion of this course, the student should be able to describe and analyze retail store organization and operation including customer markets, store location and design, human resource management, merchandise planning and control, and retail promotion. 3 hrs. lecture/wk.

### **MKT 121H HON: Retail Management (1 Hour)**

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

### **MKT 134 Professional Selling (3 Hours)**

Upon successful completion of this course, the student should be able to describe the process of successful selling. In addition, the student should be able to define the steps of selling and identify appropriate application. The student should also be able to apply selling principles through role-play. Students who have received credit for MKT 133 may not receive credit for MKT 134. 3 hrs. lecture/wk. This course may be offered as a Learning Communities (LCOM) section, see current credit schedule for LCOM details.

### **MKT 202 Consumer Behavior (3 Hours)**

Upon successful completion of this course, the student should be able to analyze the elements and influences that affect consumer behavior. In addition, the student should be able to apply the basic principles of consumer behavior and insight to the application of consumer-research findings used in the professional practice of marketing. 3 hrs. lecture/wk.

### **MKT 202H HON: Consumer Behavior (1 Hour)**

**Prerequisites:** Honors Department approval

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### **MKT 205 eMarketing (3 Hours)**

The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. Marketing in this connected environment and using that connectivity to market is eMarketing. In this course, the student will understand and recognize the importance of an integrated eMarketing communications plan in order to coordinate all of the promotional mix and marketing communications elements for today's businesses. Topics of study include advertising, direct marketing, sales promotion, social media, web design, public relations and interactive media. The course integrates theory with planning, management and strategy plus hands-on experience. eMarketing explores how to use integrated web, email and database technologies in pre-built, personalized marketing campaigns to acquire and retain customers. Upon completion, the student will be able to develop an effective eMarketing communications program. 3 hrs. lecture/wk.

### **MKT 221 Sales Management\* (3 Hours)**

**Prerequisites:** MKT 134

Upon successful completion of this course, the student should be able to identify skills necessary to manage a sales force and develop a plan for recruitment selection, training, motivation and evaluation. In addition, the student should be able to describe and analyze techniques to forecast and plan sales and audit results. 3 hrs. lecture/wk.

### **MKT 230 Marketing (3 Hours)**

Upon successful completion of this course, the student should be able to explain the concepts of production, consumption and distribution in relation to a free enterprise economy; list the basic channels of distribution available to the manufacturer of consumer and industrial products; explain and compare the distribution functions of the manufacturer, wholesaler and retailer; and state the procedures necessary to develop a total marketing plan for a given product, service or product line. In addition, the student should be able to discuss the fundamental principles of consumer behavior in the buying process and apply those principles to target market strategies. MKT 230 is the same course as BUS 230; do not enroll in MKT 230 if you've completed BUS 230. 3 hrs. lecture/wk.

### **MKT 230H HON: Marketing (1 Hour)**

One-credit hour honors contract is available to qualified students who have an interest in a more thorough investigation of a topic related to this subject. An honors contract may incorporate research, a paper, or project and includes individual meetings with a faculty mentor. Student must be currently enrolled in the regular section of the courses or have completed it the previous semester. Contact the Honors Program Office, COM 201, for more information.

**MKT 234 Services Marketing\* (3 Hours)****Prerequisites or corequisites:** MKT 230

Upon successful completion of this course, the student should be able to describe the functioning of a services economy. In addition, students should be able to describe and define the nature and characteristics of services and the way services are required to be marketed because of their intangible core. Additionally, students should be able to describe service quality, the foundation of services marketing and the success factors in services marketing. 3 hrs. lecture/wk.

**MKT 240 Advertising and Promotion (3 Hours)**

In this course, the student will understand and recognize the importance of an integrated marketing communications planning model in order to coordinate all of the promotional mix elements for today's businesses. Topics of study include advertising, direct marketing, sales promotion, public relations and interactive media. The course integrates theory with planning, management and strategy. Upon completion, the student will be able to develop an effective marketing communications program. 3 hrs. lecture/wk.

**MKT 284 Marketing and Management Internship I (1 Hour)**

Upon successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. This course offers work experience under instructional supervision in an approved training situation designed to provide practical experience in marketing and management. A minimum of 15 hrs./wk. on-the-job training is required.

**MKT 286 Marketing and Management Internship II\* (1 Hour)****Prerequisites:** MKT 284

Upon successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. This course offers work experience under instructional supervision in an approved training situation designed to provide practical experience in marketing and management. A minimum of 15 hrs./wk. on-the-job training is required.

**MKT 290 Capstone: Marketing and Management Case Studies\* (3 Hours)****Prerequisites:** BUS 141 and MKT 230 and MKT 284 and MKT 286 or department approval

Upon successful completion of this course, the student should be able to identify problems, develop and describe the situational analysis, formulate alternative solutions, and reach and explain a decision for each issue. In addition, the student should be able to apply the knowledge of marketing and management concepts and techniques in the analysis of cases and actual business situations. 3 hrs. lecture/wk.

**MKT 291 Independent Study\* (1-7 Hour)****Prerequisites:** 2.0 GPA minimum and department approval

Independent study is a directed, structured learning experience offered as an extension of the regular curriculum. It is intended to allow individual students to broaden their comprehension of the principles of and competencies associated with the discipline or program. Its purpose is to supplement existing courses with individualized, in-depth learning experiences. Such learning experiences may be undertaken independent of the traditional classroom setting, but will be appropriately directed and supervised by regular instructional staff. Total contact hours vary based on the learning experience.