

# 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.

### **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. Prerequisite: Honors department approval.

### **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.

### **MKT 146 Introduction to Social Media Marketing (3 Hours)**

Students in this course will survey usage of social media for marketing purposes. This course will study the relevance and importance of new and emerging marketing processes within social media. Students will analyze basic practical social media as well as learn "best practices" and use different social media throughout the class to create content. 3 hrs. lecture/wk.

### **MKT 150 Introduction to Insurance (3 Hours)**

The student will gain a foundation in the insurance industry. The course provides information on types of insurance, providers, the regulatory environment and performance measures. The course will address the functions of marketing, underwriting and claims within the industry. The course will provide an overview of the insurance contract, including terminology and industry-related clauses. Upon successful completion of this course, a student should be prepared to take the appropriate licensing exam. 3 hrs. lecture/wk.

### **MKT 180 Experiential Marketing (3 Hours)**

This course consists of a series of hands-on experiences designed to help students identify and enhance skills needed as a marketing professional. Each experience will give students the opportunity to apply knowledge gained in prior class work toward the management of real-world marketing positions, as well as prepare them for the job search. Students will acquire this applied experience in appropriate business situations through the development and implementation of an individualized professional development plan, job shadowing, involvement in professional marketing associations and events, informational interviews, a marketing simulation, the development of materials to support a job search, and analysis of/reflection on these activities.

### **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.

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

**Prerequisites** : Honors department approval.

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 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.

### **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.

**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 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. Prerequisite: Honors department approval.

**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.

**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.

**MKT 275 Marketing Analytics and CRM (Customer Relationship Management) (3 Hours)**

This course will focus on the principles and strategic concepts of marketing analytics and customer relationship management (CRM). Digital marketing analytics uses digital models and metrics to improve marketing decisions and return on marketing investment (ROMI). Students will analyze the most up-to-date technologies in digital data analytics, automated marketing, database management and CRM, as well as the role of business intelligence based on data in this process. Furthermore, the student will interpret the value of analytics and CRM in uncovering the human element in data and discovering behavioral insights that lead to higher profits. At the core of this class is the application of database marketing and maintaining profitable customer relationships.

**MKT 284 Marketing 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 48 hours, per semester, of on-the-job training is required.

**MKT 286 Marketing 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 48 hours, per semester, of on-the-job training is required.

**MKT 290 Capstone: Marketing Management\* (3 Hours)**

**Prerequisites :** MKT 134 and MKT 205 and MKT 230 or department approval.

**Prerequisites or corequisites:** MKT 180.

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. The student will finalize a resume and marketing portfolio.

**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.

**MKT 292 Special Topics: (1-3 Hour)**

This course offers specialized or advanced discipline-specific content related to diverse areas of Marketing Management. Special Topics may be repeated for credit, but only on different topics. The course is structured to allow current marketing topics to be explored as an industry-valued skillset.