

MARKETING (MKT)

Marketing (MKT) Courses

MKT 3003. Happiness, Well Being, and Modern Consumerism. (3-0) 3 Credit Hours.

Got Happiness? This course provides an introduction to modern consumerism and how it relates to our happiness, well-being and aspects of human experience. Students will gain an understanding of the complex world of consumerism, how companies offer "happiness", and where marketing practice meets the science of well-being. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 3013. Principles of Marketing. (3-0) 3 Credit Hours.

Introduction to basic principles of marketing. An examination of market analysis methods and their use to develop the organization's product mix and the integration of the communication, distribution, and pricing strategies to achieve goals. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course Fee: DL01 \$75.

MKT 3043. Advertising. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, social and economic aspects, and problems of ethics and truth in advertising. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 3063. Professional Selling. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. Focuses on the basic selling skills used by professional salespeople. Skills include rapport building, uncovering prospect needs, selling benefits rather than features, the sales presentation, overcoming objections, closing the sale, and much more. (Formerly MKT 3163. Credit cannot be earned for both MKT 3063 and MKT 3163.) Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course Fee: DL01 \$75.

MKT 3083. Marketing Research. (3-0) 3 Credit Hours.

Prerequisites: MKT 3013 with a grade of "C-" or better, MS 1023 or the equivalent, and MS 3043 or the equivalent. Explores the techniques of marketing research as the means to discover opportunities for investing the firm's resources in its product offerings, including research design, sampling, data collection and analysis, and presentation of findings for marketing action. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 3113. Retailing. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 4033. Social Media Marketing. (3-0) 3 Credit Hours.

The invention of social media (web 2.0) has radically changed the way we interact with the world. Students will gain knowledge and social media marketing tactical skills through coursework and hands-on practice. Students will also learn proven approaches to understanding your target market, audience engagement, influencer marketing, content curation, strategic planning, campaign execution, paid advertising, data analysis, ROI, and much more. Differential Tuition: \$126. Course Fee: DL01 \$75.

MKT 4053. Innovation and New Product Development. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. New products and services are critical to the success and growth of all organizations. This course covers the entire product development process, from identifying customer needs, to generating concepts, to prototyping and design, to product launch. Participants will also learn how to build business cases to gain venture capital and/or angel funding, as well as protect their inventions with patents and trademarks. Students in the New Product Development course will learn best practice examples from the industry using case studies, and will have an opportunity to apply their knowledge in a team project. Differential Tuition: \$126.

MKT 4073. International Marketing. (3-0) 3 Credit Hours.

Prerequisites: MKT 3013 with a grade of "C-" or better. An overview of concepts, processes, and strategies necessary to offer goods and services successfully in the global marketplace. Focus is on analyzing and assessing political, economic, technological, cultural, and competitive climates in global markets; defining the nature of important needs within the consumer and/or business segments of the country; the selection of countries or regions for market expansion strategies; the selection of target customers; and the design of strategies to facilitate market entry and subsequent expansion. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 4093. Consumer Behavior. (3-0) 3 Credit Hours.

Prerequisites: MKT 3013 with a grade of "C-" or better. Focus on the customer as a primary consideration in strategic marketing decisions. Analysis of personal and environmental variables in the customer's world as the basis for market segmentation and subsequent formulation of the marketing mix. Generally offered: Fall, Spring. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 4143. Sports Marketing. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. An overview of the marketing concepts, practices, and processes involved in offering and promoting goods and services in the sports industry. Emphasis on developing an understanding of unique aspects of the sports industry and on adapting general marketing principles to the domain of sports marketing. Generally offered: Spring. Differential Tuition: \$126. Course Fee: DL01 \$75.

MKT 4193. Sustainability and Marketing. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. Consumers are becoming increasingly aware that their choices impact our planet's health. Critics argue that marketing is part of the problem by encouraging our overconsumption of resources. Students will rethink how sustainability positively impacts the world while thriving in industry and learn the key elements of developing a sustainability marketing strategy and branding approach. Discuss global trends and issues that influence sustainable product success. Better understand how marketing has a vital and unique role in creating a more sustainable society through product innovation, distribution partners, vendor selection, and advertising. Differential Tuition: \$126.

MKT 4233. Integrated Marketing Communications. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. Technological advances have made running marketing campaigns increasingly complex. Integrated Marketing Communications (IMC) teaches students how to formulate a contemporary strategy to engage with consumers on their buying journey through multiple touchpoints. IMC combines research, digital marketing, communications, advertising, sales, public relations, product design, etc., into a coordinated effort to drive brand growth. Generally offered: Fall, Spring. Differential Tuition: \$126.

MKT 4253. Digital Marketing. (3-0) 3 Credit Hours.

Prerequisite: MKT 3013 with a grade of "C-" or better. Digital marketing is essential to marketing strategy, yet managers still struggle with the continuously evolving digital landscape. In this course, students will develop a systematic understanding of digital marketing by learning concepts and tools to launch and measure marketing strategies. Topics generally will include the importance of keywords (SEO/SEM), website structure, digital advertising, email marketing, emerging platforms, running search engine paid advertising campaigns, and analysis. Differential Tuition: \$126. Course Fee: DL01 \$75.

MKT 4353. Service Operations Management. (3-0) 3 Credit Hours.

Prerequisites: MKT 3013 with a grade of "C-" or better. In-depth examination of operations management practices in service-oriented environments. Subjects embrace materials from operations management, logistics, marketing, economics, and management in a broad spectrum of service organizations. The course looks at strategic concepts in modern service management and presents analytical tools for business decision making. Topics include, but are not limited to, service quality, process design, facility location analysis and site selection, waiting line models, inventory management in services, demand forecasting, workforce scheduling, learning curve models, overbooking, service supply chain, and integrated service operations management. (Same as MS 4353. Credit cannot be earned for both MKT 4353 and MS 4353. Marketing majors cannot take MS 4353 as an upper-division Marketing elective.) Differential Tuition: \$126.

MKT 4453. Marketing Analytics. (3-0) 3 Credit Hours.

Prerequisite: MS 3043 (or equivalent) and MKT 3013, with a grade of "C-" or better. This course introduces students to the process of making marketing decisions using data-driven techniques. Specifically, this course emphasizes question formulation, hypothesis development, data analysis, model building, and model testing to demonstrate various methods. Differential Tuition: \$126. Course Fee: DL01 \$75.

MKT 4893. Marketing Capstone. (3-0) 3 Credit Hours.

Prerequisites: MKT 3013 with a grade of "C-" or better, senior standing, and 12 additional semester credit hours in marketing. The course focuses on integrating marketing functions, processes, and concepts into coherent and effective marketing decision making. (Formerly titled "Marketing Strategy.") Generally offered: Fall, Spring, Summer. Differential Tuition: \$126. Course fee: DL01 \$75.

MKT 4913. Independent Study. (0-0) 3 Credit Hours.

Prerequisites: A 3.0 Carlos Alvarez College of Business grade point average, MGT 3003 and MKT 3013 with a grade of "C-" or better, 9 additional semester credit hours in marketing, senior standing, and permission in writing from the instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree. Differential Tuition: \$126.

MKT 4933. Internship in Marketing. (0-0) 3 Credit Hours.

Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better, and approval in writing from the instructor, the Department Chair, and the Dean of the Carlos Alvarez College of Business. This opportunity for marketing work experience requires a semester-long experience in a private business or with a public agency. A written report is required. Opportunities and output requirements are developed in consultation with a faculty advisor and the Department Chair and require approval of both. Internship may be repeated once (for a total of 6 semester credit hours), provided the internships are with different organizations. Only 3 hours will count towards the Marketing degree requirements. Generally offered: Fall, Spring, Summer. Differential Tuition: \$126.

MKT 4953. Special Studies in Marketing. (3-0) 3 Credit Hours.

Prerequisite: MGT 3003 and MKT 3013 with a grade of "C-" or better. An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include topics such as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, and analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 semester credit hours will apply to a bachelor's degree. Generally offered: Spring, Summer. Differential Tuition: \$126. Course Fee: DL01 \$75.