

# MARKETING (MKTG)

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## **MKTG 0--. MKTG LOWER DIVISION. (1-10 Credits)**

Lower Level Coursework in Marketing

**Level:** Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## **MKTG V--. MARKETING WITH VALIDATION. (3 Credits)**

**Level:** Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## **MKTG 1--. MKTG UPPER DIVISION. (1-10 Credits)**

Upper Level Coursework in Marketing

**Level:** Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Transfer

**Schedule type(s):** Lecture

**Area(s) of Inquiry:** None

## **MKTG 101. MARKETING PRINCIPLES. (3 Credits)**

Provides a theoretical and practical understanding of the role of marketing in society. The course is focused on managerial decision making regarding markets, products and services, promotion, distribution, logistics, and pricing to satisfy customer needs and institutional goals.

**Prereq.:** ECON 002 (concurrent ok) and sophomore standing.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** ECON 002 (may be taken concurrently)

**Corequisite(s):** None

**Restrictions:**

Students with a classification of Freshman may **not** enroll.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

## **MKTG 102. PROFESSIONAL SELLING. (3 Credits)**

You will learn the fundamentals of professional selling and about those aspects of management that have a direct impact on your job. The selling skills you develop will include prospecting, active listening, benefit presentation, objective handling, closing and territory management. Managerial topics will include recruiting, compensation, motivation and evaluation.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

## **MKTG 104. SALES MANAGEMENT. (3 Credits)**

This course will cover management topics as they pertain to the sales organization. Subjects include forecasting, budgeting, territory design, recruiting, compensation and motivation, as well as evaluation. Emphasis will be placed on practical problem solving for salesforce managers.

**Prereq.:** MKTG 102 (may be taken concurrently).

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 102 (may be taken concurrently)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

## **MKTG 106. INTEGRATED MARKETING COMMUNICATION. (3 Credits)**

This course emphasizes the application and management of the various promotional techniques available to the organization. Specific attention is given to planning, coordinating, controlling, and evaluating the interrelated components of the entire promotional effort. **Prereq.:**

MKTG 101 or graduate standing and consent of the Assistant Dean, Graduate Programs, College of Business and Public Administration.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

## **MKTG 111. DIRECT AND INTERACTIVE MARKETING. (3 Credits)**

An introduction to the theory and practice of direct and interactive marketing including mail order, direct response advertising, search engine marketing, lists and database marketing, measurability and accountability, and the cultivation of customers. Emphasis placed on the integration of marketing strategies across multi-channels including those emerging from new technologies. **Prereq.:** MKTG 101.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101 or MKTG V--

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

## **MKTG 113. MARKETING RESEARCH. (3 Credits)**

The role of research in providing information for marketing management decision making; problem definition; research designs; sampling procedures; questionnaire design; data acquisition; analysis, interpretation, and presentation of research findings. **Prereq.:** MKTG 101 and one of (STAT 072, ACTS/MATH 131, or STAT 170 (concurrent ok)).

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101 and (STAT 072 (may be taken concurrently)

or STAT 170 (may be taken concurrently) or STAT 131 (may be taken

concurrently) or MATH 131 (may be taken concurrently))

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Information Literacy

**MKTG 115. CONSUMER BEHAVIOR. (3 Credits)**

Reviews contributions from marketing and the behavioral sciences to analyze and predict purchasing behavior. Specific attention to the factors affecting consumer behavior, the stages in the purchase decision process and models of consumer behavior. Prereq.: MKTG 101 and PSY 001 or graduate standing.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101 and PSY 001

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 120. DIGITAL MARKETING. (3 Credits)**

Using a combination of readings, discussion, and projects students learn about the necessary components of a successful digital marketing strategy. Students will learn about tactical components of digital marketing including: content marketing, search engine marketing, (including SEO and paid search), social media, digital marketing display, email marketing, and related analytic tools. An emphasis will be placed on how digital marketing strategy integrates with the firm's overall marketing efforts. Prereq.: MKTG 101.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 130. MARKETING ANALYTICS. (3 Credits)**

Students gain experience collecting and analyzing data common to the field of Marketing. This class will focus on the analytical tools to obtain and interpret data, as well as how to communicate finding. An emphasis will be placed on the use of technology. Prereq.: MKTG 101, MKTG 113 and STAT 072.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101 and MKTG 113 and (STAT 072 or STAT 170 or ACTS 135)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 170. GLOBAL MARKETING. (3 Credits)**

This course addresses the globalization of marketing management and strategy. Specific emphasis is placed on elements of the global environment, assessments of global opportunities and the development of global product, pricing, promotion, and distribution strategies. Prereq.: MKTG 101.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** Global and Cultural Understand

**MKTG 180. NEW PRODUCT MARKETING. (3 Credits)**

This course examines the strategies, processes and methods that have been proven to successfully launch and manage new products. Cutting-edge tools and techniques used for new-product development will be examined. An in-depth examination of the techniques and processes for managing different stages of product development will be conducted. Based on these principles, students will have the opportunity to develop a proposal for a new product. Prereq.: MKTG 101 and one of MKTG 113 or ENTR 101.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** (MKTG 101 or MKTG V-) and (MKTG 113 or ENTR 101)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 195. MARKETING MANAGEMENT. (3 Credits)**

Study and integration of major tasks and decisions confronting tomorrow's manager involved in developing marketing strategies. Prereq.: MKTG 101, MKTG 113 or ENTR 101 and an additional Marketing class.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** MKTG 101 and (MKTG 113 or ENTR 101) and (MKTG 102 or MKTG 104 or MKTG 106 or MKTG 109 or MKTG 170 or MKTG 111 or MKTG 115 or MKTG 130 or MKTG 180)

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 198. SPECIAL TOPICS IN MARKETING. (1-6 Credits)**

Timely or innovative course in marketing. Not scheduled regularly.

**Level:** Graduate, Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 199. INDEPENDENT STUDY. (1-8 Credits)**

Individual advanced study and research under faculty supervision.

**Level:** Non Degree Coursework, Professional Health Care, Undergraduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:** None

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 230. INDEPENDENT STUDY. (1-3 Credits)**

Advanced individual study or research under supervision of the faculty.

**Level:** Graduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Undergraduate level students may **not** enroll.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 280. GLOBAL MARKETING MANAGEMENT. (3 Credits)**

Introduction to marketing problems and opportunities in an international context. Topics include the effects of social, legal, cultural and environmental factors on marketing management; how economic factors aid or hinder marketing plans; and the modifications necessary or prudent in one's marketing mix when dealing with global markets. Prereq.: MBA 251 or consent of instructor

**Level:** Graduate

**Prerequisite(s):** MBA 251

**Corequisite(s):** None

**Restrictions:**

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 285. BRAND MANAGEMENT. (3 Credits)**

Study and integration of major tasks and decisions confronting tomorrow's brand manager. Topics covered will include: forecasting demand, managing positioning, identifying consumer segments, handling line extensions and pricing strategy, dealing with IMC issues, and conducting an overall evaluation of a marketing strategy. Prereq: MBA 251

**Level:** Graduate

**Prerequisite(s):** MBA 251

**Corequisite(s):** None

**Restrictions:**

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None

**MKTG 298. CURRENT ISSUES IN MARKETING. (3 Credits)**

Special topics seminar. Topics vary.

**Level:** Graduate

**Prerequisite(s):** None

**Corequisite(s):** None

**Restrictions:**

Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

**Primary grade mode:** Standard Letter

**Schedule type(s):** Independent Study, Lecture, Web Instructed

**Area(s) of Inquiry:** None