Marketing (MKTG)

Courses

MKTG 1510. Principles of Salesmanship. 3 Hours.
Required of students pursuing a General Marketing degree; and open to students interested in sales careers and the selling process in retail and non-retail environments. Includes proper prospecting methods, approaches, presentations, handling of objections, closing the follow-up, telemarketing, management of sales territories, sales forces, and sales meetings. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Have a basic knowledge of what a career in selling has to offer. 2. Know what personal qualities and abilities are needed for a person to be successful in selling. 3. Have a general knowledge of the different types of customer characteristics. 4. Have an understanding of the basic elements of customer behavior. 5. Learn a step-by-step procedure for effective prospecting. 6. Understand how to qualify potential customers. 7. Know how to approach a client or customer. 8. Know how to give an effective sales presentation. Learn proper use of sales aids and how to implement showmanship into the sales presentation. 9. Understand how to determine the wants and needs of the customer. Know how to properly handle customer objections. Learn how to use customer facial expressions, voice inflections, body language, etc. to aid in determining needs and in overcoming sales resistance. Know the various methods of closing the sale. Understand the proper way to use suggestion-selling techniques. Understand the importance and correct methods of proper follow up. Understand the importance of human relations in selling. 10. Have a general knowledge of the various techniques of self-management. FA.

MKTG 1530R. Collegiate DECA. 1 Hour.
For members of Collegiate DECA, an organization for college students preparing for careers in marketing, management, and entrepreneurship, or related business areas, and is the post-secondary affiliate of Distributed Education Clubs of America (DECA). Designed to provide leadership development and marketing-related activities and competition not traditionally available in college courses. Annual Collegiate DECA membership fee required. Repeatable up to 4 credits subject to graduation restrictions. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Discuss current real world business/vocational related subjects, topics, situations, and personnel not found in a regular classroom situation. 2. Create opportunities to assistance in helping students analyze a profession or vocation. 3. Design leadership experience and leadership training opportunities. 4. Increase students’ level of social responsibility/awareness, and provide the opportunity for meaningful community service learning. 5. Develop competitive opportunities for students to test their respective business/marketing skills against their peers. 6. Construct an environment where students can develop their inter-personal, social relations, and networking skills. Course fee required. FA, SP.

MKTG 2520. Visual Marketing. 2 Hours.
Required of students pursuing a General Marketing degree; and open to other interested students. Covers fundamental principles and elements of display necessary for effective visual presentation of both goods and services, including proper techniques for windows, interior, exterior, pinning and flying, and remote display, with ample opportunity to view, critique, and construct displays. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate basic knowledge of the scope and purpose of merchandise display and the use of display in selling and promotion in both brick and mortar and digital platforms. 2. Distinguish what preparatory work goes into display. 3. Apply the basic principles of design and be able to use those principles in creating the proper mood and style for various types of merchandise. 4. Illustrate the principles of color coordination; lighting a display for desired color, mood, balance, and emphasis; and how to use the principles of emphasis, rhythm, and balance in creating displays in any format. 5. Know and apply the five basic elements of display for any format of visual marketing. SP.

MKTG 2540. Retail Advertising. 3 Hours.
Required of students pursuing a General Marketing degree; and open to other interested students. Focuses on important aspects of advertising, especially for small or independent business. Hands-on activities lead to development of a business promotional plan. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze terminology and issues in retail advertising. 2. Evaluate retail advertising campaigns using a real world product and a variety of promotional platforms including digital but, not limited to only digital. 3. Design and execute an advertising campaign based on a real-world business problem or opportunity. 4. Deliver a formal oral presentation of an advertising campaign for a real-world brand or product. 5. Create a formal written research report based on a real-world retail advertising issue or opportunity.

MKTG 2990. Seminar in Marketing. 0.5-3 Hours.
For students wishing instruction that is not available through other regularly scheduled courses in this discipline. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate learning through original and creative ideas. 2. Collaborate with others to accomplish a shared purpose or goal. 3. Use appropriate strategies and tools to represent, analyze, and integrate seminar-specific knowledge. 4. Develop the ability to think critically about course content. 5. Apply knowledge from seminar to a range of contexts, problems, and solutions. Course fee required.
MKTG 3010. Marketing Principles (ALPP). 3 Hours.
Required for students pursuing majors in the School of Business. Provides a basic background in the broad field of marketing by examining the processes that direct the planning and execution of the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives, including international implications, consumer behavior, product and distribution channel strategies, pricing and promotional strategies, and development of an integrated marketing plan that includes website development, mobile technologies, email, and social media. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. An $85 Inclusive Access Course Material fee applies to this course. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Have a working level of knowledge of the core functional areas of marketing. 2. Apply higher levels of critical thinking marketing concepts. 3. Succeed in business. 4. Identify and resolve ethical issues in business and marketing. Students will analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. 5. Explore and apply content learned in the course through development of an innovative product/service using outside mentors and then presenting their findings in the form of a marketing plan to business leaders from the community and to their classroom peers. FA, SP, SU.

MKTG 3450. Consumer Behavior. 3 Hours.
For students pursuing majors in the School of Business. Covers the basic principles of consumer behavior, including the psychological, sociological, and anthropological bases of consumer behavior as related to consumer purchasing and consumption habits. Prerequisites: MKTG 3010; and Advanced standing. SP.

MKTG 3500. Promotion Management. 3 Hours.
For students pursuing majors in the School of Business. Covers the purposes and production of advertising, including preparing productive, persuasive marketing and advertising campaign plans; and the social, legal, and economic considerations involved in the campaign planning process. Prerequisite: MKTG 3010; and Advanced standing. FA.

MKTG 3515. Sales Management (ALPP). 3 Hours.
Designed for students to gain practical experience in using technology to understand the critical role marketing places on stakeholder satisfaction. The course will define specific elements of customer behavior and applied technology used to establish and build stronger, lasting relationships for the sustainable business model. Students will learn basic functions of sales force management, both in business-to-business and business-to-consumer environments. Students taking this course will learn salesperson effectiveness, deployment of structured sells and marketing communication(s), as well as optimal organizational design to support the technology aspect of enhance customer communications. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate proficiency in the use of Customer Relationship Management and Sales Management. 2. Summarize ways in which sales management skills and innovation create business value. 3. Articulate strategies for collaborating with top management and Information technology professionals to create business value. 4. Succeed in business. 5. Identify and resolve ethical issues in marketing and business. Prerequisite: MKTG 3010. FA, SP.

MKTG 3610. Strategic Digital Marketing. 3 Hours.
Designed to explore marketing's function enhanced through effective use of the Internet. Students will become knowledgeable in up-to-date online marketing terms and technology, and learn how to create a profitable marketing strategy for the Internet. Course investigates how brick-and-mortar organizations can use interactive technologies to change consumer practices, and incorporate the entrepreneurial side of internet marketing. Students will be introduced to current interactive technologies that can improve an organization's existing marketing mix, and will evaluate search engines, construct blogs, and web sites, and learn powerful marketing techniques by using other viral, email, social, and electronic-internet marketing tools. Course is designed to nurture creativity and creative thinking skills that can be applied to a digital world. **COURSE LEARNING OUTCOMES (CLOs) At the Successful conclusion of this course, students will be able to: 1. Analyze industry and business-specific factors that influence digital marketing strategies. 2. Apply digital marketing platforms and methodologies to access business marketing problems and opportunities. 3. Exemplify the use of business digital marketing platforms and analysis through written, verbal and visual presentations. 4. Develop digital marketing strategies: social options for target, message and idea. 5. Collaborate with business professionals and students as they formulate digital marketing strategies. FA, SP, SU.

MKTG 3900. Retail Management (ALPP). 3 Hours.
Presents an integrated approach to retail management. Many activities of retail establishments will be explored, including but not limited to, retail strategy development, understanding the customer, retail information systems, market and location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws and ethics, and retail tactics. This course is designated as an Active Learning Professional Practice (ALPP) course. This course allows students to explore and apply content learned in the course in a professional experience away from the classroom. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Analyze and apply the principles of effective retail management. 2. Recognize and appreciate the differences between well-run and poorly run retail operations. Optimizing operations. 3. Understand retail strategies and tactics employed in running a retail operation. 4. Distinguish between ethical and unethical decisions in retail business situations. The Purpose of mission statements and ethics statements. 5. Demonstrate knowledge of the measurement tools common to a retail enterprise. 6. Identify careers and opportunities in retailing. 7. Work with a Retail Organization and perform a SWOT Analysis on the business. Prerequisite: MKTG 3010. FA, SP, SU.
MKTG 4100. Marketing Research. 3 Hours.
Designed for students to gain an understanding of the role that marketing research plays in identifying and solving marketing problems. The key emphasis is placed on problem identification, secondary data collection (to include data collection instruments, applied samplings and methods of acquisition), and data analysis techniques used in marketing research projects. The course will assist in the development of student's skills and knowledge in conducting marketing research and evaluating its effectiveness for decision making. Prerequisites: CIS 2010 (Grade C- or higher); AND, ACT score of 28 or higher in English OR ENGL 1010; AND MKTG 3010 (Grade C- or higher); AND STAT 2040 (Grade C- or higher). FA, SP.

MKTG 4200. Entrepreneurial Marketing. 3 Hours.
This course is designed for students to gain practical experience with key marketing concepts and methods relevant for entrepreneurs. From initial thought or idea, to the launch of a company, the focus here is on market analysis and segmentation, product or service evaluation, marketing research, and overall development of the business concept and the overall development of the business concept. Students will gain an understanding of assessment of marketing potential, product/service design, successful distribution relationship and product pricing. The focus of the course is on new business startup. FA.

MKTG 4201. Entrepreneurial Mktg: Intro. 1 Hour.
One of three modules in Entrepreneurial Marketing. This course module (1 credit) is an introductory overview and focuses on the initial thought or idea, to the launch of a company - to include marketing decisions for small and growing organizations. The academics of market analysis and segmentation, product or service evaluation, marketing research, new product pricing, and overall development of the business concept will be emphasized and ultimately put into practice. Students will gain an understanding of market assessment of marketing potential, product/service design, successful distribution relationship(s) and product pricing. This module also incorporates drop shipping as an element beyond the launch phase. Students will be introduced to the steps involved in private labeling, and drop shipping of a product. In addition, students will learn to negotiate with drop shippers, with attention to the nuances of determining and maintaining value across the supply chain. This becomes a "hands-on" element within the module, and enhances the overall scope of a new venture initiation. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Utilize social media outlets in the promotion of self and a "live" business, and define elements that support sustainability from a strategic marketing perspective. 2. Understand current marketing trends and marketing environment through the lens of creation of the marketing mix (i.e. controlling results in mutually satisfying exchanges). 3. Integrate the industry standards and environment for small business. 4. Become familiar with state and local regulations centered on ecommerce and permission marketing techniques online. 5. Understand online marketing tools and gain hands-on experience within a real-world setting. FA, SP, SU.

MKTG 4202. Entrepreneurial Mktg: Soc Mktg. 1 Hour.
One of three modules in Entrepreneurial Marketing. This course module (1 credit) is a "hands-on" application to affiliate marketing. In this module students will learn how businesses promote their products or services through affiliate marketing. The students will not only gain understanding of the dynamics within the subject matter, but the current applications used by affiliate marketers. This module includes building and maintaining a functioning social Internet site in which they will use the knowledge they have gained to showcase their ability to be successful and competitive in affiliate marketing. The importance of effective and proper partnerships, to include self-promotion will bethreaded within the practicum of this module. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Utilize social media outlets in the promotion of self and a "live" business, and define elements that support sustainability from a strategic marketing perspective. 2. Understand current marketing trends and marketing environment through the lens of creation of the marketing mix (i.e. controlling results in mutually satisfying exchanges). 3. Integrate the industry standards and environment for small business. 4. Become familiar with state and local regulations centered on ecommerce and permission marketing techniques online. 5. Understand online marketing tools and gain hands-on experience within a real-world setting. FA, SP, SU.

MKTG 4203. Entrepreneurial Mktg: Branding. 1 Hour.
One of three modules in Entrepreneurial Marketing. This course module (1 credit) is a "hands-on" application to online auction marketing. Students will gain insights into the world of Internet auctioning. This module is "hands-on" and aimed at distinguishing which Internet auction platforms are the most effective given the principles and parameters around a product or service. Students will learn how to build a positive image is as important as the products they choose to endorse, as well as the importance of self-promotion as they participate in building and writing their own sales copy, biographies, website content, and other literature. This module will also have an element of low-budget or no-budget marketing research, and successful strategic alternatives for promotion and advertising (e.g. direct marketing, alternative media, and personal selling). Market segmentation and targeted marketing will be covered in real-time. Students will select a product, conduct market analysis for the product, and academically discover the most cost effective way to sell and distribute the product to a given target market. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Utilize social media outlets in the promotion of self and a "live" business, and define elements that support sustainability from a strategic marketing perspective. 2. Understand current marketing trends and marketing environment through the lens of creation of the marketing mix (i.e. controlling results in mutually satisfying exchanges). 3. Integrate the industry standards and environment for small business. 4. Become familiar with state and local regulations centered on ecommerce and permission marketing techniques online. 5. Understand online marketing tools and gain hands-on experience within a real-world setting. FA, SP, SU.
MKTG 4500. Product Marketing. 3 Hours.
Product Marketing is a project-based course that focuses on action learning and a build your own case approach to teach foundational product management skills. Students will learn how to launch a product and how to obtain a top notch product management job. Students evaluate user needs, specify functional requirements, and identify business go to market strategies for a new web or mobile application. Product Marketing is designed to help students gain product management experience and who either wish to work in that role after graduation in a marketing company, in a startup, or for aspiring founders who want to gain a better understanding of the product development process. **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Demonstrate a working level knowledge of core business functions related to product marketing. 2. Analyze a complex business situation, identify relevant business issues, opportunities and problems with respect to marketing concepts for product management. 3. Evaluate ways in which marketing skills and innovation work to create business value. 4. Analyze business situations by performing appropriate quantitative and qualitative analysis, synthesize to form alternative solutions; and make recommendations for viable courses of action with product management marketing. 5. Organize, prepare, and deliver professional quality oral presentations. 6. Evaluate the essential elements of successful teamwork and reflect upon their competency and experiences in applying marketing concepts to product management. 7. Create a marketing plan for a new or improved product while working in a group and with a local business. 8. Analyze a complex marketing situation, identify relevant ethical issues and suggest ethical courses of action. Prerequisite: MKTG 3010 (Grade C- or higher). FA, SP, SU.

MKTG 4700. Marketing Strategy. 3 Hours.
For students pursuing majors in the School of Business. Utilizing an investigation and application of marketing models and principles, integrates the market analysis, insight, skills, and planning necessary to develop and implement sound marketing strategies that improve exchange relationships between suppliers and buyers through traditional methods and digital technologies to create an appropriate "marketing mix". **COURSE LEARNING OUTCOMES (CLOs) At the successful conclusion of this course, students will be able to: 1. Understand and apply strategies to your evaluation of a marketing problem. 2. Evaluate a firm's strategic competitive advantage from the standpoint of innovation, financial standing, and customer relationships. 3. Synthesize disparate, sometimes conflicting, pieces of information to make strategic marketing decisions regarding how to handle a variety of different marketing-relating situations and problems. 4. Use strategic principles to make recommendations as to how an organization can enact ethical and sustainable marketing strategies. 5. Articulate strategies to others in the organization to understand and align with goals and mission of the organization. Prerequisite: MKTG 3010. FA, SP.