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. 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. FA, SP.

MKTG 1540R. Marketing Skills Improvement. 1 Hour.
Covers a wide variety of marketing and management skill areas in order to allow DEX students the opportunity to upgrade their marketing and management skills and prepare for competition through marketing and management skills, through actual participation in actual business simulations and case problems. Repeatable up to 4 credits subject to graduation restrictions. Corequisite: MKTG 1530R. 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. 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.

MKTG 2550. Marketing Essentials. 3 Hours.
Required of students pursuing a General Marketing degree; and open to other interested students. Covers the vocabulary and the basic understanding of the marketing concepts, including an overview of the process of target marketing, marketing opportunities, product and distribution decisions, integrated marketing communications and pricing policies, with an emphasis on practical decisions for small businesses. FA.

MKTG 2990. Seminar in Marketing. 0.5-3 Hours.

MKTG 3010. Marketing Principles. 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. 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. 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. Prerequisite: MKTG 3010. FA, SP.


MKTG 3610. Strategic Internet 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. FA, SP, SU.

MKTG 3900. Retail Management. 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. 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 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 this 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 marketing 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. 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 marketing decisions for small and growing organizations. The academics of market analysis and segmentation, product or service evaluation, 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. Prerequisite: MKTG 3010. 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 that building 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. 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”. Prerequisite: MKTG 3010. FA, SP.