

# MARKETING (MKTG)

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**MKTG-COMP Senior Comprehensive Exam**  
(NULL credits) (Both Fall & Spring Semesters)  
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**MKTG-3100 Principles of Marketing**  
(3 credits) (Both Fall & Spring Semesters)

This decision-oriented course introduces marketing; its place within societies; the marketing concept and an introduction to the marketing mix: product, price, distribution and promotion. Students will study principles employed in discovering and translating consumer needs and wants into specifications of products and services. (OC)

**General Education Categories:** Oral Communication

**MKTG-3250 Sales & Negotiation Techniques**  
(3 credits) (Discretion of Department)

The dynamics of the personal selling and negotiations process are analyzed in a contemporary marketing format. Topics include: selling techniques, negotiating strategies, forecasting, and compensation.

**MKTG-3810 Consumer Behavior**  
(3 credits) (Spring Semester)

This course explores the consumer market and the sociological and psychological variables and processes that shape the choices consumers make. External forces, such as subculture and group influence, as well as internal forces, such as perception, motivation, and attitudes, will be examined and applied to the creation of marketing strategy.

**Prerequisite(s):** MKTG-3100.

**MKTG-3880 Integrated Marketing Communications**  
(3 credits) (Discretion of Department)

Clear and consistent communication strategies with an organization's multiple constituents are explored. Communications principles are applied in the development of promotional campaigns and the establishing and maintenance of brands.

**Prerequisite(s):** MKTG-3100.

**MKTG-4780 Experiential Learning Activity**  
(NULL credits) (Both Fall & Spring Semesters)

Under supervision of a defined business professional and the program director, students will demonstrate skills and competencies of their major area of study, identify and propose solutions for real business challenges, recognize strategic issues, observe leadership styles and skills, and prepare a written and an oral report.

**Prerequisite(s):** Recommendation of a business department faculty member and junior or senior standing.

**MKTG-4790 Marketing Internship**  
(1 credit) (Both Fall & Spring Semesters)

This course is designed for students who need or desire to complete an internship experience and need credit hours to graduate. The Internship experience provides the opportunity to work, learn, and problem solve with a for-profit or non-profit business organization. The internship gives students a "hands on" experience. In cooperation with a management level supervisor, students create a "value added" project that integrates learning concepts and principles at the completion of the internship. One hundred hours of documented work time is required for each credit.

**Prerequisite(s):** Recommendation of a business department faculty member and junior or senior standing.

**MKTG-4810 International Marketing**  
(3 credits) (Fall Semester)

This course focuses on application of the basic marketing mix of product, price, place, and promotion to international trade. The course will emphasize understanding marketing research in an international context, understanding culture of foreign countries, and developing international marketing strategies. Use of case studies will be emphasized.

**Prerequisite(s):** MKTG-3100.

**MKTG-4830 Marketing Research**  
(3 credits) (Fall Semester)

This course provides a study of the role of research in reducing the uncertainty surrounding marketing decisions. Techniques and concepts for providing relevant, methodical, cost-effective measurements appropriate to the problem are examined in a variety of realistic case situations.

**Prerequisite(s):** MKTG-3100 and BUSI-2650.

**MKTG-4850 Marketing Strategy**  
(3 credits) (Spring Semester)

This course is an integration of all marketing elements (marketing ethics and social responsibility, developing competitive advantage, customer segmentation and target marketing, pricing strategy, distribution and supply chain management, integrated marketing communication, marketing implementation and control, and developing long-term customer relationships) in a strategic planning framework, for the goal of strategic market management in competitive situations. The course emphasizes making marketing policy decisions to develop a marketing plan, grounded in consideration of areas of strategic importance to the organization. Prerequisites MKTG-3100 and senior standing.