

MARKETING (MKTG)

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) (Both Fall & Spring Semesters)

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-3260 Sales Analytics & Compensation
(3 credits) (Spring Semester)

This course will cover the systemic use of analytical tools for managing, incentivizing, and motivating a sales organization as well as the creation, use and implications of compensations plans. This will include the use of Business Intelligence tools and report-writer software. Discussion of the use of Artificial Intelligence (AI) analysis tools will also be included. The goal of this course is for students to have an understanding of the systems and tools that can be used as well as the proper utilization of these in motivational techniques.

MKTG-3650 Digital Marketing
(3 credits) (Spring Semester)

This course provides students with a comprehensive overview of digital marketing strategies and practices. Students will learn how to use various digital channels and platforms to create engaging content, build brand awareness, generate leads, drive website traffic, and maximize customer engagement. Students will gain hands-on experience with popular digital marketing tools and techniques, learning how to apply digital marketing concepts to real-world scenarios, developing critical thinking and problem-solving skills essential for success in the dynamic digital marketing landscape.

Prerequisite(s): MKTG-3100.

MKTG-3750 Sport Marketing
(3 credits) (Fall Semester)

This course focuses on the unique aspects of sport marketing. Emphasis will be placed on what it means to be a consumer in a sports marketing context and what, as a marketer, you need to know to evaluate, develop and implement effective marketing strategies for sports fans.

Prerequisite(s): MKTG-3100.

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 Promotional Marketing
(3 credits) (Fall Semester)

Students will learn how to apply communications and persuasion principles in the development of promotional campaigns, brand messaging, and public relations. Additionally, students will learn principles of media planning and monitoring a campaign's performance monitoring across a variety of promotional media.

Prerequisite(s): MKTG-3100.

MKTG-4250 Sales Management
(3 credits) (Fall Semester)

This course will cover the systemic and interpersonal skills needed in managing sales. These skills will include behavior management to reach sales goals as well as the connection of these behaviors to established corporate goals, mission and culture. Topics will include: Sales process development, goal setting, compensation plan development, the nature of incentive versus motivation, coaching and personal development of people and recruiting and training sales people. Each of these will be analyzed in light of a sales culture and the dignity of the person.

MKTG-4260 Cust Relat Mgmt & Key Acct Mgmt
(3 credits) (Spring Semester)

Customer Relations Management & Key Account Management: This course will cover the systemic and interpersonal skills needed in managing key accounts. This will include measuring cost of acquisition and leveraging current accounts for sales growth. Topics include: selling techniques, negotiating strategies, forecasting, and compensation.

MKTG-4290 Principles of Fundraising
(3 credits) (Spring Semester)

This course will cover the processes and systems associated with non-profit fundraising, moves management systems, as well as reporting necessary to ensure adequate staffing, constituency management and donor engagement. Development of appropriate programs, donor clubs and other stewardship plans will be part of this course. Students will gain an understanding of principal gift development; the appropriate use of donor plans as well as donor retention/acquisition measurements and plans.

MKTG-4460 Brand Strategy
(3 credits) (Fall Semester)

This course focuses on the understanding of brand management and the concepts associated with building brand equity. Particular emphasis is placed on how brands are positioned and developing a brand identity. Students learn how companies can create a competitive advantage through their brand strategy, students will apply brand management knowledge to an actual branding strategy project.

Prerequisite(s): MKTG-3100.

MKTG-4470 Services Marketing
(3 credits) (Spring Semester)

Services marketing, unlike product marketing, focuses on advertising intangibles that provide unique value to customers. Services marketing poses special challenges for managers due to the differences between goods and services. These challenges include customer satisfaction measurement and management; coordination of marketing and operations in the design and implementation of service delivery; the development of human and technical skills of employees that deliver services; and the utilization of emerging technology. This course will address the distinct needs, challenges and unique approach to the marketing strategy of service companies.

Prerequisite(s): MKTG-3100.

**MKTG-4480 Innovations in Marketing
(3 credits) (Fall Semester)**

The field of Marketing is constantly evolving and adapting to new technologies, strategies, and methods. This course will connect students to the most current innovations in marketing tools and practice through primary and secondary research, hands-on applications of technology, interviewing leaders in the Marketing industry, and exploring certifications in Marketing practice.

Prerequisite(s): MKTG-3100.

**MKTG-4650 Social Media & Content Marketing
(3 credits) (Fall Semester)**

This course explores the intersection of social media and content marketing, examining their practical application within the dynamic landscape of digital marketing. Students will explore the creation of data-driven social media strategies, the development of audience-centric content, and the evaluation of campaign performance via key performance indicators. Students will gain a comprehensive understanding of platform selection, content creation techniques, community management, and social listening. This course equips future marketing professionals with the theoretical knowledge and practical skills necessary to leverage social media as a powerful tool for brand building, engagement, and conversion.

Prerequisite(s): MKTG-3100, MKTG-3650.

**MKTG-4750 Revenue Generation in Sport
(3 credits) (Spring Semester)**

This course focuses on how sport organizations create, maintain and build relationships with revenue sources. Major revenue sources are emphasized including ticketing, sponsorship, media rights and ancillary revenue sources.

Prerequisite(s): MKTG-3100, MKTG-3750.

**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) (Spring 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 & Analytics
(3 credits) (Fall Semester)**

This course provides a study of the role of research and data analytics in marketing decision-making. Students will examine the techniques, processes, and concepts for providing relevant, methodical, cost-effective measurements appropriate to business problems. Common data science methods used in analyzing consumer and product data will be explored and applied to marketing cases.

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.

Prerequisite(s): MKTG-3100 and senior standing.