MKT—MARKETING

COLLEGE OF BUSINESS ADMINISTRATION

MKT U201 Introduction to Marketing 4 SH
Provides an overview of the role of marketing in business and society. Considers the planning, implementation, and evaluation of marketing efforts in consumer and business-to-business companies, in service and goods companies, and in for-profit and nonprofit organizations. Also examines contemporary issues in marketing that can affect organizational success. A term project is used to enable students to apply their learning about the fundamentals of marketing. Prereq. Sophomore standing or above.

MKT U209 Introduction to Marketing 4 SH
Does not count as credit for business majors. Counts as MKT U201 for business minors only. Prereq. Sophomore standing or above.

MKT U301 Marketing Management 4 SH
Focuses on the marketing process through the use of case studies simulating actual business settings and marketing challenges. Develops skill in marketing decision making, critical analysis, and communication. Topics include techniques for undertaking market analysis, marketing strategy (segmentation and positioning), and marketing implementation (4 Ps). A marketing plan project is used to enable students to apply their understanding about the marketing process. Prereq. MKT U201 and 64 SH toward degree.

MKT U310 Retailing 4 SH
Explores the basic concepts of retailing strategy and positioning, evaluating the retail environment and customer behavior and trends. Retail functions are also examined, focusing on site selection and trading area; merchandise selection and display; layout and design; retail pricing; customer service and image management; retail technology; and operations management. Students do extensive fieldwork applying and exploring the concepts through homework assignments and projects. Industry experts provide exposure to current trends and procedures. Prereq. MKT U201 and junior or senior standing.

MKT U401 Marketing Research 4 SH
Focuses on the marketing research process and the analysis of data using statistical software. Helps students develop an understanding of consumer attitudes and behavior processes as the basis of the design of marketing problems. Topics include problem definition, research design, sampling, attitude measurement, questionnaire design, data collection, and data analysis. Students are expected to work on group projects. The course requires no previous computer experience. Prereq. MKT U201, MSC U201, and 64 SH toward degree.

MKT U420 Sales Management 4 SH
Focuses on the entire sales effort. Offers students the opportunity to apply a proven selling process and present compelling solutions to customers. Topics include how to translate product features into buyer benefits, how to handle customer objections, and how to close sales and deals. Covers team selling and relationship marketing. Intended for students interested in a sales career as well as future product managers who must rely on the sales force to introduce new products and promotions. Prereq. MKT U201 and junior or senior standing.

MKT U502 Marketing in the Service Sector 4 SH
Provides a basic treatment of methods and techniques for marketing in the service sector, which includes sports, recreation, public service, banking, insurance, and hotels. Analyzes a number of descriptive studies covering the application of marketing principles in key service areas as well as the principles themselves. Prereq. MKT U201 and junior or senior standing.

MKT U504 Marketing Communications in the New Millennium 4 SH
Focuses on managing and integrating marketing communications in relation to a company’s overall marketing objectives. Includes advertising; creative and media strategy; the communication process; direct and interactive marketing; consumer and trade promotions; public relations; and the social, ethical, and economic considerations underlying marketing communications in the twenty-first century. Prereq. MKT U201 and junior or senior standing.

MKT U506 Consumer Behavior 4 SH
Focuses on demographics, lifestyle, social and cultural trends, and their impact on consumer motivations and behavior. A thorough understanding of the consumer is at the heart of marketing. Topics include the consumer decision-making process, family, learning, personality, and group dynamics, and their impacts on the business world. Ultimately, we are all consumers and we are all part of society, so consumer behavior is critical to all of us. Prereq. MKT U201 and junior or senior standing.

MKT U508 Electronic Marketing 4 SH
Examines the impact of technology on the marketing of goods and services. Focuses on the Internet and the World Wide Web. Investigates recent trends in e-business and identifies marketing strategies that work in this new environment. Introduces students to frameworks that help explain current issues in electronic marketing. Although the focus is on Internet marketing strategy, phenomena such as television home shopping and database marketing are also explored. Readings, cases, discussions, lectures, guest speakers, student reports, and exercises on the World Wide Web are all utilized. Prereq. MKT U201 and junior or senior standing.
MKT U510 New Product Development 4 SH
Provides an overview of the new-product-development process, with an emphasis on customer involvement in this process. Detailed insights are provided on such topics as new-product strategy, idea generation, idea selection and evaluation, concept development and testing, product development and testing, and market testing and product launch. Prereq. MKT U401 and junior or senior standing.

MKT U512 International Marketing 4 SH
Introduces those aspects of marketing that are unique to international business within the framework of traditional functional areas of marketing. Focuses on the environment and the modifications of marketing concepts and practices necessitated by environmental differences. Topics include cultural dynamics in international markets, political and legal environmental constraints, educational and economic constraints, international marketing research, international marketing institutions, and marketing practices abroad. Prereq. MKT U201 and junior or senior standing.

MKT U602 International Advertising 4 SH
Provides a provocative examination of two emerging forces in global advertising: the commitment of companies to compete in the global marketplace using global brands, and the strong shift in the power base from marketers to consumers in many countries. Examines the global consumer, from local to worldwide, and the complexities of creating global advertising campaigns to communicate with different cultures. Explores consumer insights, product concept and strategy development, and idea placement in a market. Studies actual global advertising campaigns from a major agency, and students develop a prototype campaign for an existing brand. The campaign is meant to satisfy the often differing priorities of advertisers and ad agencies, as discussed in the course. Prereq. Honors program participation or permission of instructor.

MKT U921 Independent Study 1 SH
MKT U922 Independent Study 2 SH
MKT U923 Independent Study 3 SH
MKT U924 Independent Study 4 SH
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. Prereq. Permission of instructor.