

MKTG Marketing

MKTG 3131 Principles of Marketing

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A basic survey of the field of marketing with emphasis upon the problems of policy determination and marketing management. Consideration is given to the international and ethical aspects of marketing decisions.

Prerequisite(s): Sophomore standing.

MKTG 3132 Principles of Advertising

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

Stimulation of market demand through advertising media, including budgeting, research, developing the advertising appeal, selecting the media, placing copy and measuring results, as well as legal, ethical, economic, social, and global aspects of advertising.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 3133 Professional Selling

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A study of methods of selling. Topics covered include analysis of prospects, knowledge of merchandise and its uses, preparation of sales presentations, methods of handling objections and closing sales, with emphasis on relationship selling. Videotaped role playing required.

Prerequisite(s): Prior or concurrent enrollment in and a minimum grade of "C" in MKTG 3131.

MKTG 3134 Business Marketing

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A study of business to business marketing as a subset of the overall discipline of marketing.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 3135 Principles of Retailing

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

Examines all aspects of retail store operations including store development, merchandising, human resources, promotion, and security.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 3136 Introduction to E-Commerce

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

This course presents the strategic themes and issues associated with the field of e-commerce and highlights the technology, capital, public policy, and media infrastructures needed to provide the context in which business strategy operates.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 4030 Special Topics in Marketing

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A customized course that allows students to pursue further study in a specific marketing topic at the frontier of an area of research or a contemporary topic related to current real-world events. **Prerequisite(s):** A minimum grade of "C" in MKTG 3131.

MKTG 4131 Marketing Research

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

An activity of information gathering, analysis and interpretation for input into management decision making. Application of current practices and techniques in the marketing research industry. Requires the use of statistical software.

Prerequisite(s): A minimum grade of "C" in MKTG 3131 and BUSA 3131.

MKTG 4132 Retail Store Management

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A comprehensive problems analysis course that involves both qualitative and quantitative aspects of retail operations. Merchandise budgets, pricing, operations control, and environmental issues are among the topics examined in the course.

Prerequisite(s): A minimum grade of "C" in MKTG 3131 and MKTG 3135.

MKTG 4133 Sales Management

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

Management of sales force activities. Emphasis on organization, territory design, leadership skills, motivation, and cost analysis.

Prerequisite(s): A minimum grade of "C" in MKTG 3131 and MKTG 3133.

MKTG 4134 Services Marketing

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

An analysis of the marketing aspects of the largest and most rapidly growing sector of the global economy. The principles and concepts of marketing are applied within the context of both consumer services and business services, in both domestic and international settings. Emphasis is placed upon the unique problems and opportunities associated with the marketing of services and the design and implementation of marketing strategies for service organizations.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 4135 Consumer Behavior

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

Application of the behavioral science approach to analysis of consumer behavior. Individual, social, sociocultural and psychological factors are studied.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 4136 International Marketing

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

An examination of the mechanics of international marketing with particular focus on the influence of culture on the development of marketing strategy. Coverage of marketing topics is comprehensive with a particular focus on current events and their relationship to trade. Discussion of ethics and global responsibility are infused throughout the course.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 4137 Marketing Management

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

An integrative course designed to demonstrate the complexity and multi-dimensional nature of marketing decisions. Marketing policies and strategy form the marketing manager's viewpoint.

Prerequisite(s): A minimum grade of "C" in MKTG 3131 and Senior standing.

MKTG 4232 Advanced Selling

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

An advanced course that integrates and extends concepts encountered in other selling and sales-related courses. Particular emphasis is placed on negotiating skills and customer relationship management (CRM), as well as general sales-related topics including sales automation and time/territory management. Students will be required to spend time in the field with professional salespeople and to prepare and deliver several effective sales presentations.

Prerequisite(s): A minimum grade of "C" in MKTG 3131 and MKTG 3133.

MKTG 4790 Internship in Marketing

3-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.

A supervised work-study program in selected business firms throughout the Southeast and nationally. Students will be permitted to undertake internships only after review of academic qualifications and with firms pre-approved by the Marketing faculty.

MKTG 4830 Special Problems in Marketing

3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.

An intensive study of some phase of emerging phase of marketing to be developed by the instructor.

Prerequisite(s): A minimum grade of "C" in MKTG 3131.

MKTG 4890 Directed Study in Marketing

1-3 Credit Hours. 1-3 Lecture Hours. 0 Lab Hours.

Independent study and research in selected areas of Marketing under supervision of a member of the Marketing faculty.

MKTG 5830 Marketing Independent Study

3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

Cross Listing(s): MKTG 5830G.

MKTG 5830G Marketing Independent Study
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Cross Listing(s): MKTG 5830.

MKTG 7431 Strategic Marketing Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A strategy planning approach to marketing management from conception and application perspectives. Focus is on the strategic decision-making process supported by self-analysis and external analysis. Legal, ethical, and international aspects are also considered.

Prerequisite(s): Prior or concurrent enrollment with a minimum grade of "C" in MGNT 7331.

MKTG 7830 Special Topics in Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.

A standard course developed for a special or newly emerging topic in Marketing. Lectures, group work, readings, research, and writing are required as in any other advanced elective course.

Prerequisite(s): Prior or concurrent enrollment with a minimum grade of "C" in MKTG 7331.