Department of Marketing

Marketing

Preparation in this area will provide the student with an awareness of the marketing problems confronting today’s business firms, some knowledge and experience in application of the tools and techniques of marketing problem solving and a more detailed acquaintance with one or more specific areas of the marketing discipline. Students may choose to major in general marketing or in one of the three emphasis areas under marketing.

The Marketing Major Without an Area of Emphasis

The general marketing track is the most flexible and supports the largest number of career opportunities in the field of marketing.

Emphasis in Fashion Merchandising

The fashion merchandising emphasis is designed to provide the student with a broad knowledge of business and marketing while stressing the areas of retailing and fashion.

Emphasis in Retailing Management

The retailing management emphasis is for students interested in retail careers or in marketing positions where knowledge of retailing is important.

Emphasis in Sales and Sales Management

The sales and sales management emphasis is for the student interested in sales as an entry-level marketing position or in sales as a career.

Marketing Majors


Marketing Minor


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): ACCT 2101 or ACCT 2030 and Sophomore standing.
Cross Listing(s): MKTG 3131S, MKTG 3131H.

MKTG 3131S 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. Students with declared majors in other fields must have completed a minimum of 55 semester hours.
Prerequisite(s): ACCT 2101 or ACCT 2030 and Junior standing.
Cross Listing(s): MKTG 3131, MKTG 3131S.

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.
Cross Listing(s): MKTG 4030S.

MKTG 4030S 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.
Cross Listing(s): MKTG 4030.
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.
Cross Listing(s): MKTG 4131H.

MKTG 4131H Marketing Research (Honors)
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 MKTG 3135.

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 3133.

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.
Cross Listing(s): MKTG 4135S.

MKTG 4135S 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.
Cross Listing(s): MKTG 4135.

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.
Cross Listing(s): MKTG 4136S.

MKTG 4136S 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.
Cross Listing(s): MKTG 4136.

MKTG 4137 Marketing Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An integrative course designed to demonstrate the complexity and multidimensional 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.
Cross Listing(s): MKTG 4830S.

MKTG 4830S 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.
Cross Listing(s): MKTG 4830.

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.
Cross Listing(s): MKTG 4890S.

MKTG 4890S 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.
Cross Listing(s): MKTG 4890.

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