

## College of Business

### Marketing (MKTG)

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Career options in marketing include marketing research and planning, advertising and public relations, business logistics and physical distribution, retailing, product management and new product development, and sales management.

Students completing the concentration in marketing will be able to critically evaluate the global marketing environment, identify opportunities and problems and be able to understand and apply appropriate concepts and terminology.

#### Concentration in Marketing Management

ACCT	205	Introduction to Accounting
BUS	200	Community Service (0 credit)
BUS	201	Ethics and Practice: Foundations of Business
FINC	321	Financial Management
MGMT	301	Management of Organizations and Processes
MKTG	300	Principles of Marketing
MKTG	430	Marketing Management

#### Plus one of:

MKTG	340	Marketing Research
MKTG	345	Marketing Analysis and Presentation

#### Plus two of:

MKTG	310	Professional Selling
MKTG	320	Promotion Management
MKTG	330	International Marketing
MKTG	350	Marketing Channels and Distribution
MKTG	360	Retailing and Retail Behavior
MKTG	370	Buyer Behavior
MKTG	490	Topics

#### Plus one of:

BLAW	301	Legal Environment of Business
BLAW	303	International Business Law

#### Plus:

Four additional credits at 300-level or above within the College of Business (may be a MKTG course)

#### Allied requirements

ECON	251	Principles of Macroeconomics
ECON	252	Principles of Microeconomics
QMCS	220	Statistics I

*Note:* QMCS 220 should be completed by the end of the sophomore year. Transfer students who have not had an equivalent course must complete this course by the end of their first semester, junior year.

#### Plus one of:

MATH	101	Finite Mathematics
MATH	109	Calculus with Review II
MATH	111	Calculus for Business and Social Science
MATH	113	Calculus I

*Note:* The math requirement must be completed by the end of the sophomore year.

#### Plus one of:

COMM	100	Public Speaking
COMM	105	Communication in the Workplace
ENGL		200 or above
JOUR	215	Journalistic Writing in the Workplace
JOUR	311	Persuasion in Writing

#### Plus two of:

ECON	335	Money, Financial Markets, and the Economy
ECON	346	Country and Area Studies in Economics
ECON	348	International Economics
ENVR	151	Humans and the Environment
GEOG	113	World Geography
HIST	363	Business in American Life
POL	225	Introduction to World Politics

PSY 111 General Psychology  
SOC 100 Introduction to Sociology

**300 Principles of Marketing**

This course uses a managerial point of view. It focuses on understanding the needs and desires of customers in order to develop effective strategies for business. Students are taught to consider organizational, social, competitive, technological, economic, behavioral, and legal forces in crafting effective marketing programs.

Prerequisites: BUS 201 and junior standing

**310 Professional Selling**

In this course students learn how individuals interact with each other in a competitive environment. The course covers one-on-one selling techniques, persuasive communication, oral and verbal presentation skills useful for one-to-one presentations and when groups present to groups. The student will learn skills useful in both the industrial and consumer areas.

Prerequisite: MKTG 300

**320 Promotion Management**

This course is designed to develop an appreciation for the promotion mix (personal selling, advertising, public relations, sales promotion) by exploring how and why these elements are used by organizations to reach their goals and objectives. Concept fundamentals are explored, then integrated into case analysis.

Prerequisite: MKTG 300

**330 International Marketing**

In this course students consider basic concepts, principles and theories of international marketing, as well as the essential and complex problems encountered in the international marketplace. The emphasis is on problem solving and decision-making within the international marketing environment.

Prerequisite: MKTG 300

**340 Marketing Research**

In this course, students learn to develop surveys, observation, experiments, and other tools for learning about customer characteristics and requirements. They learn about analytical techniques, data sources, research planning and costs. Students would greatly benefit from completing this course before they take MKTG 430.

Prerequisites: MKTG 300, MATH 101 or 109 or 111 or 113, QMCS 220

**345 Marketing Analysis and Presentation**

In this course students learn to assemble, analyze and present information that is pertinent to marketing decisions. The focus in this course is on company strategies, competitive intelligence, and secondary sources. The course covers acquisition of pertinent secondary data from libraries, government, and commercial sources, the analysis of this data and its reduction and refinement to produce presentations that are helpful in marketing decision-making.

Prerequisites: MKTG 300, MATH 101 or 109 or 111 or 113, QMCS 220

**350 Marketing Channels and Distribution Systems**

Students examine relevant theories, concepts, and practices related to the flow of goods and services in and between organizations from the point of view of the total distribution system. The goal of the course is to help business students think about and learn to create and integrate marketing and logistics strategy.

Prerequisites: MKTG 300 and QMCS 220

**360 Retailing and Retailing Behavior**

In this course students learn the principles and practices of retailing, non-store retailing services and direct marketing from a management perspective. Topics include roles-in-channel, demographics, consumer behavior, trends, strategy formulation, ownership and formats, trade area and location, buying and sourcing, store design and visual merchandising, operations management promotion, service delivery, controls, non-store retailing, human resource issues, database management, and international retailing.

Prerequisite: MKTG 300.

**370 Buyer Behavior**

In this course, students examine how consumers and organizations go about making purchase decisions. Major theoretical contributions and empirical research findings from marketing and the behavioral sciences are reviewed and attention is given to applying this information to practical business and marketing situations.

Prerequisite: MKTG 300

**430 Marketing Management**

Small Business Institute clients present student teams with business problems that require solutions. Student teams diagnose the client's problem and craft and present a solution to the client. Time is divided between reviewing and integrating the students' marketing background, facilitating the student contact with the client, and providing consulting to the client.

Prerequisites: MKTG 340 or 345, one of MKTG 310, 320, 330, 350, 360, 370, and senior standing

