

MKT-Marketing

MKT300 - Principles of Marketing

This course serves as an introduction to the marketing discipline. Foundational topics include identification of target markets, understanding of population demographics and psycho-graphics, the four P's (product, price, place, promotion) of marketing, social responsibility, marketing segmentation, environmental factors affecting marketing efforts, consumer behavior, marketing research, advertising, promotion and personal selling. Careers in marketing are also covered.

MKT311 - e-Marketing

This course presents a strategic framework for developing marketing strategies on the Internet. It extends the marketing mix framework to e-commerce using current theories and applications in online product, online pricing, web-based marketing communication and distribution strategies. Other topics include marketing research on the Internet, electronic retailing, Internet-based customer relationship management and legal-ethical dimensions of e-marketing.

MKT320 - Principles of Selling

This course serves as an introduction to the world of the professional sales representative. The focus of the course is on the development and execution of a professional sales presentation. Topics covered include professional self-presentation; the approach; features, advantages and benefits of the product; the marketing plan; the business proposition; handling buyer objections and closing the sales presentation.

MKT321 - Sales Management

This course serves to present the theories and concepts relevant for the management of a professional remote sales force. Topics covered include sales program planning; account prospecting; sales force organization;

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recruiting and selecting sales personnel; sales training, leadership, motivation, compensation and evaluation of the sales force.

MKT331 - Retailing

This course serves as an overview of the retail marketing environment. Topics include strategic retail marketing, situational analysis, retail institutions by strategy mix, non-store based retailing, trading area analysis, retail organization and the human resources function, development of merchandise plans and pricing, assortment planning, visual and image merchandising and retail promotional strategy.

MKT341 - Non-profit Marketing

A marketing course designed for both business and non-business majors that differentiates between for-profit and not-for-profit organizations, investigates the competitive environment facing nonprofits (e.g., hospitals, churches, charities, colleges, performing arts groups), and applies research techniques and marketing tools (product policy, distribution and delivery systems, monetary pricing, and communication strategies) to the nonprofit entity.

MKT351 - Advertising Management

This course serves to present the theories and concepts involved in the understanding of the advertising mix: advertising, public relations, sales promotion and professional selling. Topics include integrated marketing communication, branding, promotional opportunity analysis, theoretical frameworks, types of appeals, executional frameworks, media selection, trade and consumer promotions, sponsorship programs and the evaluation of the integrated marketing communication program.

MKT401 - Marketing Management

This course focuses on the description and analysis of the nature, strategies, and techniques used in marketing. It examines the impact of technology on marketing, and the strategic role of marketing in the overall goal of

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organizational success in highly competitive and volatile markets. The decision making process of managers will be explored as they lead the design and implementation of a marketing strategy that encompasses product planning, pricing, supply chain management and promotion strategies.

MKT421 - Consumer Behavior

This course presents a strategic framework for understanding and applying marketing strategies. It integrates the disciplines of psychology, anthropology, economics and sociology with the marketing discipline to explain, understand, and predict consumer decisions in the marketplace. This is achieved by exploring both the theoretical and practical implications of (1) individual behavior variables such as motivation, learning, perception, personality, and attitudes; (2) group influences such as family, culture, social class and reference group behavior; and (3) consumer decision processes such as cognitive dissonance, brand loyalty new product adoption and risk reduction. The field of consumer behavior is very broad. This specific course will focus on the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

MKT431 - Marketing Research

This course focuses on explaining and using the behavioral and statistical tools needed for designing, implementing, and reporting marketing research projects. Accordingly, this course will provide emphasis in the following areas: 1. Provide an understanding of the importance of marketing research 2. Describe the conceptual framework for conducting marketing research 3. Explain the components of a well-defined marketing research problem 4. Compare and contrast the various types of research design 5. The nature and scope of primary versus secondary data 6. Accessing online information databases 7. Deciding on survey data and the collection method 8. Using measurement scales 9. Designing Questionnaires 10. Identifying the optimum sampling method 11. Collecting data 12. Determining relationships among data 13. Preparing and presenting research results

MKT461 - International Marketing

On the completion of this course, students will be able to analyze, integrate and explain a variety of environmental forces that differential domestic from international marketing designs. For those students considering a career in marketing, this course will demonstrate that many of the prevailing assumptions regarding marketing need to be re-examined when applied to markets outside of the USA.

MKT492 - Marketing Internship

The student is placed with a business firm, bank, government agency or nonprofit organization performing marketing-related tasks. The internship experiences offers a practical training ground for students that supplements academic training by permitting them to apply theories, concepts and techniques learned through their other coursework to address actual problems in a real business environment.