MARKETING

Department Code: MKT

Introduction
Rapidly increasing global competition, emergence of new markets, and technological advancements make today’s marketplace a highly dynamic and challenging environment for companies. Effective marketing is therefore crucial for organizations to survive and prosper in such an environment. Marketing is the process through which organizations develop and distribute products and services that satisfy the needs of customers. Customer satisfaction is critical to the profitable operations and growth of organizations and, as such, an integral component of modern-day marketing.

Educational Objectives
The primary goals of the Department of Marketing are:

1. to contribute to marketing knowledge through conducting scholarly research and disseminating the research findings through leading journals;
2. to excel in imparting marketing knowledge to students and honing their critical-thinking skills so as to prepare them for potentially successful careers in an increasingly competitive, dynamic, global, and service-and technology-oriented environment; and
3. to be of service to the business and professional communities at large.

The marketing curriculum offers courses and programs to undergraduate and graduate students for their professional development in domestic and world business.

A program of study in marketing offers students better understanding of and insights into:

- Marketing’s role within the organization and society;
- The various “markets” for goods and services through better identification and analysis of consumer needs, wants, and interests;
- Marketers’ legal and ethical responsibility to society;
- Methods, procedures, and techniques used in planning and managing marketing decisions.

MKT 201. Foundations of Marketing. 3 Credit Hours.
Understanding and satisfying consumer needs through product planning, pricing, promotion, and distribution. Students identify and analyze marketing problems. Discovery and application of marketing skills are developed by marketing planning assignments, computer simulation, and case analysis.
Prerequisite: Sophomore Standing or Higher.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring.

MKT 301. Marketing Foundations. 3 Credit Hours.
Understanding and satisfying consumer needs through product planning, pricing, promotion, and distribution. Students identify and analyze marketing problems. Discovery and application of marketing skills are developed by marketing planning assignments, computer simulation, and case analysis.
Prerequisite: Sophomore Standing or Higher.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring.

MKT 302. Marketing Research and Market Analysis. 3 Credit Hours.
Examination of the process, role, and function of marketing research, including research problem formation, research methods and procedures, data acquisition, sampling theory and practice, data analysis, presentation of results, ethical issues, and application for each of the above.
Prerequisite: MKT 201 or MKT 301 and MAS 202 or MAS 312 and
Requisite: Business School.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 310. Consumer Behavior and Marketing Strategy. 3 Credit Hours.
The study of behavioral science research findings, principles, and theories, especially those from psychology and sociology, as they relate to the determinants of consumer buying behavior. The case approach is utilized to stimulate the development of creative marketing strategy.
Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 320. Retailing. 3 Credit Hours.
Retail store management, location, buying, merchandise control, policies, services, pricing, expenses, profits, training and supervision of retail sales force, and administrative problems are discussed.
Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring.

MKT 340. Professional Selling. 3 Credit Hours.
Nature of the professional selling function and its relationship and contribution to the marketing strategy of organizations. Special emphasis is placed on broadly applicable principles and effective personal communication skills during the sales process.
Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring.

MKT 350. Luxury Marketing. 3 Credit Hours.
The course will develop a framework for understanding the essential elements of effective marketing of luxury brands, a 1.36 Trillion dollars market worldwide in 2017 (Bain & Company). Through cases, business visits, and experiential projects the students will distinguish the unique nature of luxury, understand the opportunities and challenges confronted by luxury marketers and apply proven strategies. Students will also work on an actual project created exclusively for the class exposing them to internship opportunities in the luxury market sector.
Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.
MKT 360. International Marketing. 3 Credit Hours.
The major current factors affecting international marketing. Course is designed to acquaint students with the growing importance of world marketing in the U.S. and the strategic issues involved. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 380. New Product Development. 3 Credit Hours.
This course enables students to appreciate the systematic approach that goes into the creation and marketing of new products. Practical aspects of developing and marketing new products are inculcated through two assignments and one class project. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 385. Marketing for Entrepreneurs. 3 Credit Hours.
This course is focused on the study and practice of marketing all aspects of an entrepreneurial venture: the new company itself as well as its products or services. Topics will include: branding, pricing and costing, buying behavior, market segmentation, channel management, as well as exploring issues such as intellectual property, customer service, corporate versus product web sites, media exposure and PR, and maintaining an integrated plan for building the venture’s brand. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 386. Advertising Management. 3 Credit Hours.
In this course, students learn about the components involved in researching, planning, creating, and executing advertising strategies. The class gives students a better understanding of how advertising can be effectively used in a marketing strategy. Students also learn how advertising both influences and is influenced by cultural trends. Implications of this to both marketers and society as a whole are discussed. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 387. Digital Marketing. 3 Credit Hours.
This course will introduce students to the principles of digital marketing from both perspectives of theory and practice. On the theory side, students will learn foundations and recent research and development of digital marketing. Main contemporary digital marketing issues will be extensively discussed in class, including search engine optimization, search engine marketing, online advertising, web analytics, email marketing, social media marketing, and reputation management. Students will also learn how to form an appropriate strategy for a digital marketing campaign and use quantitative skills to analyze the effectiveness of such a campaign. On the practice side, students will collaborate in teams and participate in applied learning exercises. Students will grasp critical concepts of search engine optimization by working with a local business client, laying out a suitable pre-campaign strategy, implementing and modifying the campaign in real time, and summarizing the campaign results in a meaningful and concise manner when it is over. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 388. Health Care Marketing. 3 Credit Hours.
This course is devoted to the study of healthcare marketing and the healthcare system involved with the task of marketing products and services. As healthcare reform continues to evolve current market conditions and transform existing organization into new practices, this course is focused on how managed care providers, hospitals, physicians, federal government, device and pharmaceutical companies will embrace the new patient centered market in their marketing strategies. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

MKT 389. Fundamentals of Digital Marketing Analytics. 3 Credit Hours.
This course introduces the student to the basics of evolving new media business metrics and corresponding forms of audience and competitive marketplace analysis. Students will research and evaluate business models for multiplatform new media products that use any combination of print, radio, television, internet, or mobile technologies. Product evaluations will be set within the context of comparative media economics, new media market dynamics, and advertising revenue projections. The goal will be to evaluate whether an existing or a current media product has the critical mass required for profitable advertiser metrics. Students will be exposed to developing new media usage patterns, cross platform media support strategies, new models of entertainment and news gathering, and corporate media acquisitions and mergers. Local media executives, and entrepreneurs will be invited to class to review current trends and discuss strategies for success. Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.
MKT 403. Marketing Management. 3 Credit Hours.
Marketing Management is a capstone course that examines new concepts and insights regarding marketing management. Through case analysis the course covers important aspects of marketing management. The students also participate in a simulation in which they manage multi-segment markets.
Prerequisite: MKT 201 or MKT 301 and FIN 302 and MKT 302 or Corequisite: MKT 302 and Business School.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 469. International Marketing Management. 3 Credit Hours.
International Marketing Management is a capstone course that examines new concepts and insights regarding international marketing management. Through case analysis the course covers important aspects of international marketing management. The students also participate in a simulation in which they manage multi-country markets.
Prerequisite: MKT 360 and MKT 302 or Corequisite: MKT 302.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

MKT 496. Directed Studies in Marking. 1-3 Credit Hours.
Supervised readings, individual research project, or independent investigation of selected non-STEM related problems in the discipline. Offered only by special arrangement with supervising faculty member, who approves topic and evaluation process at time of registration.
Requisite: Business School.
Components: THI.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 497. Directed Studies in Marketing. 1-3 Credit Hours.
Supervised readings, individual research project or independent investigation of selected STEM-related problems in the discipline. Offered only by special arrangement with supervising faculty member, who approves topic and evaluation process at time of registration.
Requisite: Business School.
Components: THI.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 498. Special Topics in Marketing. 3 Credit Hours.
Special topics in selected non-STEM areas of Marketing.
Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 499. Special Topics in Marketing. 3 Credit Hours.
Special topics in selected STEM areas of Marketing.
Prerequisite: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 555. Marketing Departmental Honors Research Project. 3 Credit Hours.
Research project to fulfill requirements for Departmental Honors in Marketing.
Components: THI.
Grading: SUS.
Typically Offered: Spring.