Marketing (MKTG)

MKTG 2200
Written Business Communication
3:3:0 Fall, Spring, Summer
Teaches written correspondence and business reports using direct and indirect approaches. Emphasizes basic language utilization. Includes application of communication principles to business writing situations. Requires completion of a formal research document. May be delivered online. Lab access fee of $32 for computers applies.

MKTG 2390
Professional Business Presentations
3:3:0 Fall, Spring
For students and others interested in developing effective business presentations skills. Teaches students to plan, develop, deliver, and evaluate business presentations using informative and persuasive formats in diverse settings using a variety of media. Provides additional presentation software training. Lab access fee of $32 for computers applies.

MKTG 259R
Current Topics in Marketing
1 to 3:1 to 3:0 On Sufficient Demand * Prerequisite(s): Department Chair Approval
Provides exposure to emerging topics of current interest in marketing. Topics vary each semester. May apply a maximum of three hours toward graduation.

MKTG 281R
Marketing Cooperative Work Experience
1 to 3:0 to 15 On Sufficient Demand * Prerequisite(s): Internship Orientation and Departmental Approval
Provides opportunities to apply classroom theory on the job. Students work as paid employees in a job that relates to their careers while enrolled at the college. Credit is determined by the number of hours a student works during the semester. Completers meet individually set goals. May be repeated for a maximum of 6 credits toward graduation. Graded Credit/No Credit.

MKTG 289R
Independent Study
.5 to 3:5 to 3:0 On Sufficient Demand * Prerequisite(s): Department Chair Approval
Provides independent study as directed in reading and individual projects specifically related to the Marketing field at the discretion and approval of the Dean and/or Department Chair. May be repeated for a maximum of 6 credits toward graduation.

MKTG 3220
Retail Management
3:3:0 Fall, Spring * Prerequisite(s): MKTG 3600 and University Advanced Standing
Combines theoretical concepts with practical applications from a strategic management perspective. Includes lectures and discussions of current events within the retail industry to provide the primary basis for the integration of course materials with actual retail enterprise operations. Includes participation in a number of experiential learning exercises such as group and individual case analyses, outside research on the retail industry and specific retail firms, class presentations, guest speakers, and quizzes on selected retailing issues and practices. Lab access fee of $32 for computers applies. Canvas Course Mats $78/McGraw applies

MKTG 335G
International Marketing
3:3:0 Fall, Spring * Prerequisite(s): MKTG 3600 and University Advanced Standing
Presents the problems of marketing in the international marketplace and how marketers approach and solve them. Focuses on concepts and principles by teaching the theory and practice of international marketing through the use of practical examples and actual case studies of international (both US and foreign) marketing organizations. Includes international marketing position of the US, market entry strategies, analysis of foreign markets, culture and marketing, product design, pricing, distribution, promotion and sales. May be delivered online. Lab access fee of $32 for computers applies.

MKTG 3390
Business and Professional Presentations
3:3:0 On Sufficient Demand * Prerequisite(s): MKTG 2200 and (complete one of the following: IM 2400, IM 2010, IM 101B, or business computer proficiency or Instructor Approval) and University Advanced Standing
For those interested in developing business and professional presentation skills. Emphasizes critical thinking as students plan, develop, deliver, and evaluate presentations using informative and persuasive formats in diverse settings using a variety of media. Incorporates aspects of multimedia. Successful completers should make business presentations professionally and confidently. Lab access fee of $32 for computers applies.

MKTG 3460
Internal Marketing and Corporate Imaging
3:3:0 * Prerequisite(s): MKTG 3600 and University Advanced Standing
Introduces students to the fundamentals of Internal Marketing and Corporate Imaging. Focuses on internal marketing strategy, critical incident management, organizational change, employer brand, cause marketing, corporate citizenship, internal business communication and event management. Includes other topics, such as contingency planning, organizational culture, employee programs and training, motivation and internal reward programs. Includes case analysis, lectures, class discussions, group work and evaluation, videos, oral presentations, written assignments and guest speakers.

MKTG 3600
Principles of Marketing
3:3:0 Fall, Spring, Summer * Prerequisite(s): (ENGL 2010 or ENGL 2020) and University Advanced Standing
Required for most School of Business Bachelor of Science degree students and is elective credit for other majors. Studies consumers, markets, and environments from the perspective of the marketing manager. Covers consumer behavior, marketing research, product management, and channels of distribution. Explores pricing, advertising, and personal selling. Includes case analysis, lectures, class discussions, videos, oral presentations, written assignments, and guest speakers.

MKTG 3620
Consumer Behavior
3:3:0 Fall, Spring * Prerequisite(s): MKTG 3600 and University Advanced Standing
Includes an analysis of consumer spending and saving habits, product preferences, shopping behavior, leisure time patterns, and social change. Explores the influence of advertising, selling and fashion trends. Includes lectures, class discussions, videos, projects, case analyses, oral presentations, written assignments, and guest speakers. Lab access fee of $32 for computers applies.
Marketing

MKTG 3630 Services Marketing 3:3:0 On Sufficient Demand
* Prerequisite(s): MKTG 3600 and University Advanced Standing

Presents skills and attitudes necessary to market services and to provide good customer service. Emphasizes the marketing skills involved in marketing services and basic marketing concepts, including positive customer relations, effectively handling customer complaints, and sound customer service procedures. Completes should develop successful service marketing strategies that can be applied in a business organizational setting. Includes lectures, guest speakers, video tapes, role plays, case analysis, oral presentations, and written assignments. Lab access fee of $32 for computers applies.

MKTG 3640 Sales Management 3:3:0
* Prerequisite(s): MKTG 3600, MKTG 3650, and University Advanced Standing

Studies issues related to planning for, organizing, staffing, motivating, directing, and controlling a sales force and related sales territories. Addresses both international and domestic perspectives. Gives special emphasis to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management.

MKTG 3650 Professional Selling 3:3:0 Fall, Spring
* Prerequisite(s): MKTG 3600 and University Advanced Standing

Emphasizes theoretical skills in the personal selling process and the management of a sales force. Studies the recruiting, training and supervising of salespersons, organization of territories, compensation schemes, and forecasting. Includes lectures, guest speakers, video tapes, role playing, case analysis, oral presentations, and written assignments. Lab access fee of $32 for computers applies.

MKTG 3660 Digital Marketing 3:3:0 Fall, Spring
* Prerequisite(s): MKTG 3600 and University Advanced Standing

Provides an introduction to the many business uses of the Internet to create competitive advantage. Features discussions of e-business strategic components and practice with Web page exercises. Uses guided exercises to explore the Net, both in and out of class. Includes projects, research, and Net use in a particular industry. Emphasizes the sharing of concepts discussed in lectures, class activities, the assigned readings, and group projects. Lab access fee of $32 for computers applies.

MKTG 3670 Advertising and Promotion 3:3:0 Fall, Spring
* Prerequisite(s): MKTG 3600 and University Advanced Standing

Provides an understanding of advertising, its purposes, and production. Includes sequence of activities in preparing productive, persuasive marketing and advertising campaign plans. Covers the social, legal, and economic considerations involved in the campaign planning process. Includes lectures, class discussions, guest speakers, videos, and student presentations. Lab access fee of $32 for computers applies.

MKTG 3680 Marketing with Social Media 3:3:0
* Prerequisite(s): MKTG 3600 and University Advanced Standing

Teach students how to use social media platforms to market products and services. Includes the creation and marketing of a blog using WordPress and engaging with a local small business to write and execute a social media marketing campaign. Teaches the fundamentals of social media marketing and the most popular platforms like WordPress, Facebook, Twitter, Pinterest, and LinkedIn.

MKTG 3685 Content Marketing 3:3:0
* Prerequisite(s): MKTG 3600, University Advanced Standing, and matriculation in the Woodbury School of Business

Introduces content marketing which includes blogging, infographics, video, podcasts, and email marketing as a way to bring commercial marketing messaging to targeted customers through marketing channels. Provides experience with blogging software, photo and image design software, video editing software, and email automation software using WordPress and Email Marketing Automation.

MKTG 3690 Advanced Digital Marketing and Analytics 3:3:0 On Sufficient Demand
* Prerequisite(s): MKTG 3600 and University Advanced Standing

Teaches advanced digital marketing concepts and skills, including advanced training in web analytics search engine optimization, pay-per-click advertising, and email marketing. Includes a live client engagement and preparation for Google certifications.

MKTG 3695 Digital Marketing Capstone 3:3:0
* Prerequisite(s): MKTG 3690, University Advanced Standing, and matriculation in the Woodbury School of Business

Applies digital marketing theories, principles, and tactics to a live learning engagement project. Provides a framework for developing a complete digital marketing plan and gives students an opportunity to learn software, automation tools, and digital marketing creative strategy.

MKTG 3890 Career Preparation 3:3:0 Fall, Spring, Summer
* Prerequisite(s): MKTG 2200 and University Advanced Standing

Emphasizes the development of effective techniques for successfully locating, applying for, securing employment, and advancing in a career. Provides opportunities to do a self-analysis, research industry and job opportunities, and internalize appropriate etiquette in a variety of business and social settings. Includes demonstrations, role playing and application exercises, and group projects. May be delivered online. Lab access fee of $32 for computers applies.

MKTG 4220 Management Communication 3:3:0 Spring
* Prerequisite(s): MKTG 2200, Matriculation into the Bachelor's Degree Program, and University Advanced Standing

Studies elements of communication in management. Concentrates on written and oral communication in business settings and includes communicating electronically, managing conflict, and dealing with change. Lab access fee of $32 for computers applies.

MKTG 4300 Marketing Analytics 3:3:0
* Prerequisite(s): MGMT 2340

Uses software to apply specific models and analytic techniques to solve important and common marketing management problems. Models contemporary marketing problems using such analytic tools as SPSS, SEMTool, Sawtooth Software, CRM database software, and Bass Diffusion Modeling.

MKTG 4400 Competitive Intelligence 3:3:0 On Sufficient Demand
* Prerequisite(s): Matriculation into any Woodbury School of Business Degree Program and University Advanced Standing

Teaches Competitive Intelligence (CI), the study of processes and techniques leading to business analysis applied to industry and company investigation. Overviews the Competitive Intelligence process including information collection, intelligence analysis, and intelligence process assessment.
MKTG 459R
Advanced Topics in Marketing
1 to 3:1 to 3:0
* Prerequisite(s): Department Chair Approval and University Advanced Standing

Provides exposure to emerging topics of current interest in marketing. Topics vary each semester. May apply a maximum of 12 hours toward graduation.

MKTG 4600
Marketing Research
3:3:0 Fall, Spring
* Prerequisite(s): MKTG 3600, MGMT 2340, Matriculation into the Woodbury School of Business, and University Advanced Standing

Covers managerial uses of marketing research in formulating marketing strategy. Includes determination of situations requiring research, appraisal of alternative research methods, and evaluation of studies. Presents theoretical concepts in research methodology. Includes lectures, class discussions, group projects, case analyses, oral presentations, written assignments, and speakers. Lab access fee of $32 for computers applies.

MKTG 4610
Sales Analytics
3:3:0
* Prerequisite(s): MKTG 3650 and University Advanced Standing

Provides a diagnosis of sales problems and data-driven solutions including decision support, SPSS modeling, and an introduction to data mining. Covers sales forecasting, correlation, regression, and survival analysis, CRM analysis, and territory analysis and design. Presents analytical decisions such as independent versus direct representation, compensation effects, and account customer life-time value.

MKTG 4650
Marketing Management
3:3:0 Fall, Spring
* Prerequisite(s): University Advanced Standing; For Marketing Majors only

Presents detailed marketing analysis skills, planning and control of various marketing mix variables, target markets, and the marketing environment using both oral and written case studies. Includes lectures, class discussions, videos, projects, case analyses, oral presentations, written assignments, and guest speakers.

MKTG 481R
Marketing Internship
1 to 3:0:5 to 15 Fall, Spring, Summer
* Prerequisite(s): Departmental Approval and University Advanced Standing

For upper-division students working toward a Bachelor of Science Degree in Marketing. Provides a transition from school to work where learned theory is applied to actual practice through meaningful on-the-job experience. May be repeated for a maximum of 6 credits toward graduation. May be graded credit/no credit.

MKTG 482R
Sales Internship
1 to 8:0:5 to 40 On Sufficient Demand
* Prerequisite(s): Departmental Approval and University Advanced Standing

For upper-division students working toward a Bachelor of Science Degree in Marketing. Provides a transition from school to work where learned theory is applied to actual practice through meaningful on-the-job experience. May be repeated for a maximum of 6 credits toward graduation. May be graded credit/no credit.

MKTG 483R
Digital Marketing Internship
1 to 8:0:5 to 40 On Sufficient Demand
* Prerequisite(s): Departmental Approval and University Advanced Standing

For upper-division students working toward a Bachelor of Science Degree in Marketing. Provides a transition from school to work where learned theory is applied to actual practice through meaningful on-the-job experience. May be repeated for a maximum of 8 credits toward graduation. May be graded credit/no credit.

MKTG 490R
Independent Study
1 to 3:1 to 3:0
* Prerequisite(s): Department Chair Approval

Provides independent study as directed in reading and individual projects specifically related to the Marketing field at the discretion and approval of the Dean and/or Department Chair. May be repeated for a maximum of 6 credits toward graduation.

MKTG 494R
Seminar
.5 to 3:5 to 3:0 On Sufficient Demand
* Prerequisite(s): Department Chair Approval and University Advanced Standing

Provides short courses, workshops, and special programs in business management, leadership, or current business topics. Repeatable for up to six credits toward graduation.

MKTG 4980
Research Seminar in Marketing
3:3:0 On Sufficient Demand
* Prerequisite(s): Department Chair Approval and University Advanced Standing

Studies the process of researching and writing for scholarly publication. Includes understanding the concepts of scholarly conversation; managing scholarship; choosing a marketing topic; identifying appropriate journals; using exemplars; creating a title and abstract; making an outline; developing an introduction and conclusion; writing the body of the paper; and then revising, submitting, and finally publishing in a scholarly journal.