Marketing

MKTG 210 Principles of Marketing Fall Semester; 3
**Prerequisites:** ACCT 212, COMM 105, ECON 265, ECON 266, ENGL 102, and MATH 110 with grades of “C” or higher. The principles and practices of the marketing system, analysis of markets, consumer motivation, product decision, pricing policies, distribution, promotion, and selling to consumers.

MKTG 320 Consumer Behavior Fall Semester, odd years; 3
**Prerequisite:** MKTG 210 with a grade of “C” or higher. An integration of the various disciplines in the behavioral sciences with marketing theory to understand, explain, and predict consumer decisions. Explores both the theoretical and practical implications of individual behavioral variables, group influences, and consumer decision processes.

MKTG 340 Entrepreneurial Marketing Spring Semester, even years; 3
**Prerequisites:** MKTG 210 and MGMT 202 with grades of “C” or higher. The main focuses of this course are the key marketing concepts and the methods relevant for entrepreneurs. With the emphasis of the course being on a new startup business, students will learn marketing elements of new venture initiation, as well as marketing decisions for small and growing organizations. Product/service design, assessment of market potential, market research, strategic alternative to high-cost advertising (direct marketing, alternative media, and personal selling), creation of successful distribution relationships, and pricing will be topics included in the course. Students will develop a marketing plan for the entrepreneurial venture of their choice.

MKTG 375 Marketing Available only through the SGPS; 3
To understand the marketing process and interrelationships of planning and executing marketing a product or service, the student will study the methods of pricing, promoting and distribution of a product or service, and creation of a marketing plan depicting these concepts. This will be done by lecture, case study, creation of a marketing plan, and examination.

MKTG 425 International Marketing Fall Semester, even years; 3
**Prerequisites:** MKTG 210 and MGMT 202 with grades of “C” or higher. Marketing problems arising from various degrees of foreign involvement. Subjects include marketing research, product planning and development, pricing, promotion, distribution, and organization. Emphasis is on the management of these marketing functions in a multinational context, where the parameters differ from those in domestic marketing.

MKTG 440 Services & Not-For-Profit Marketing Fall Semester, even years; 3
**Prerequisites:** MKTG 210 and MGMT 202 with grades of “C” or higher. The main focuses of this course are the theory and application of marketing for services and not-for-profit organizations. The student will learn application of traditional tools, while distinguishing services and not-for-profits from regular marketing situations. The role of marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the services and not-for-profit sectors.

MKTG 445 Sales Force Management 3
**Prerequisites:** MKTG 210 and MGMT 202 with grades of “C” or higher. The main focus of this course is the role of the sales executive as a planner, manager of resources and marketing functions, recruiter, trainer, motivator, and leader of field sales personnel. Topics included in the course are the techniques and sequence of problem analysis for selling and sales management decisions and the practical framework in which these decisions take place. The course will consist of cases, journal articles, guest sales managers, debates, and investigation of modern company practices.
**MKTG 455 Retailing Spring Semester, odd years; 3**  
*Prerequisites: MKTG 210 and 320 with grades of “C” or higher.* Retailing concepts and practices including researching and developing a retail strategy, store organization and management, site selection and layout, store security, buying and merchandising, promotion, and financial administration. A field experience lab is required.

**MKTG 480 Marketing Strategy Spring Semester, odd years; 3**  
*Prerequisite: Students must be within one semester of graduation.* The basic objective of this capstone course is to integrate the collection of knowledge a marketing student will have acquired in marketing and other business courses. The course uses an analytical and decision making framework. It is assumed that students have sufficient background to deal with a variety of “marketing problems” in a decision-making environment.

**MKTG 494 Selected Topics in Marketing Offered as needed; 1-3**  
A current advanced topic in marketing will be explored.

**MKTG 495 Independent Study in Marketing Spring Semester, odd years; 1-3**  
Study on an independent basis in collaboration with the instructor on a topic in marketing at the upper division level.

**MKTG 676 Marketing Management 3**  
This course introduces students to the role of marketing within business firms and how it relates to value creation, strategic corporate management and marketing decisions. Students will apply analytical concepts and techniques developed from economics, psychology, statistics, and finance to the definition and analysis of marketing decision problems. Topics include advertising, buyer behavior, distribution channels, electronic commerce and marketing, market segmentation, marketing research, positioning, pricing, product policy, and targeting. The course stresses oral and written expression.