

MARKETING (MKTG)

MKTG 301 - Principles of Marketing (3 Credits)

Prerequisite: ECON 201B or ECON 202B. The place of marketing in the global economy and the policies and practices of marketing institutions are explored. Major topics included are marketing functions, organization, research, merchandising, channels of distribution and transportation. Also, problems concerning ethics and social responsibility in the marketing arena are discussed.

MKTG 351 - Entrepreneurial Venture Design (3 Credits)

Co-requisite: ENTR 302 or MGMT 302 (may be taken earlier or with MGMT 351). This course will provide the students with the path of new venture design from the idea generation stage to the point of a fully developed, high-quality business plan. The process includes practical research tools and analytical processes working through the individual sections, resulting in a complete business plan. Cross-listed as MGMT 351.

MKTG 356 - International Entrepreneurship (3 Credits)

This course develops skills and knowledge for small companies to pursue business opportunities in the global economy. Students learn how entrepreneurs ethically navigate sourcing suppliers and the complexities of cultural, economic, legal, and political factors. Topics include market entry, financing, supply chains, cross-cultural management, innovation, sustainability, and networks. Cross-listed as MGMT 356.

MKTG 366 - Social Entrepreneurship (3 Credits)

Co-requisite: ENTR 302, ECON 302, or MGMT 302 or permission of the instructor. This course provides a broad theoretical perspective and practical framework for understanding social entrepreneurs and the social ventures they create. This course's principal focus will be on ventures started with the intent of doing social good, the ways they come into being, and factors associated with their development and success. Cross-listed as ECON 366. Cross-listed as ENTR 366. Cross-listed as MGMT 366.

MKTG 368 - Family Business Venturing (3 Credits)

Co-requisite: ENTR 302 or MGMT 302. This course will explore the operations and dynamics of family businesses from both strategic management and individual perspectives. It will integrate skills and concepts from other functional areas while addressing specific family business challenges, such as succession planning, innovation, and transgenerational wealth creation. Cross-listed as ENTR 368. Cross-listed as MGMT 368.

MKTG 370 - Ecotourism (3 Credits)

Students will learn about how flora, fauna, and terrain are marketed with an emphasis on animal tourism. Students will also discuss the ethical arguments (for and against) ecotourism along with the impact of events such as COVID 19 outbreaks. Traveling with the class (alternating each year between international and domestic destinations) is a required part of the course. Email Dr. Gentry for details.

MKTG 411 - Marketing Research (3 Credits)

Prerequisite: DSCI 352 or equivalent; MKTG 301 or equivalent; and business administration major or permission of department chair. Research in marketing is used as a tool to identify, collect, and analyze data relevant to decision-making for businesses. Relevant statistical software is used to analyze client data. Ethical considerations related to research findings also are discussed.

MKTG 413 - Marketing Analytics (3 Credits)

Prerequisite: MKTG 301. This course is for students interested in analytical techniques for decision modeling, marketing analytics, and marketing engineering. As a profession, marketing is evolving beyond relying almost exclusively on concept- and principle-based decision-making to systematic data-driven decision-making.

MKTG 417 - Digital Marketing (3 Credits)

Prerequisites: MKTG 301. A study of digital marketing platforms and digital commerce. Social media platforms such as Instagram, Facebook, and YouTube are explored along with digital commerce via Google and dropshipping. Students create their own social media advertisement for an actual digital commerce website.

MKTG 420 - Negotiation (3 Credits)

Prerequisite: BUAD 350, junior or senior status; and business administration major or permission of department chair. An exploration of negotiation techniques and strategies, including: understanding opponents, determining needs and identifying objectives, and managing concessions and power dynamics, all with an eye towards maintaining goodwill and building long-term, productive professional relationships. The course will cover individual, group, multi-party, agented, and cross-cultural negotiations, through theoretical study and practical application.

MKTG 421 - Entrepreneurial Venture Creation (3 Credits)

Co-requisite: ENTR 302 or MGMT 302. Entrepreneurial Venture Creation focuses on the knowledge, skills, and processes required to start a new business venture. Students will learn how to create a new legal entity, the steps to secure financing, build the organizational structures, and set the organizational culture necessary to start/grow a startup. Cross-listed as ENTR 421, MGMT 421.

MKTG 427 - Alleviating Food Waste (3 Credits)

This course examines marketing for social good through the lens of food waste. Students analyze consumer behavior, supply chains, and public policy while developing practical, community-engaged solutions. The course emphasizes cause-related marketing, sustainability, and applied research with real-world partners.

MKTG 428 - Corporate Entrepreneurship: Running and Growing an Entrepreneurial Firm in a Global Economy (3 Credits)

Prerequisite: MGMT 302. This course emphasizes acquiring skills and knowledge necessary to successfully maintain and grow an established entrepreneurial venture. Topics covered include the application of entrepreneurial capabilities within an existing firm, innovative processes within a corporation, and unique issues that managers face in translating innovative ideas into successful results.

MKTG 450 - Consumer Behavior (3 Credits)

Prerequisite: MKTG 301 or equivalent; and business administration major or permission of department chair. This course examines the contributions of behavioral sciences toward understanding and predicting consumer behavior, especially as it pertains to the decision-making process. It is vital for marketers and managers to understand why different people make different decisions in the same circumstances in order to better serve them. This course looks at the empirical evidence from a variety of sources on why various segments behave as they do.

MKTG 451 - Demographics and Consumer Behavior (3 Credits)

Prerequisite: MKTG 301. This course examines population trends, demographic issues, and consumer behavior insights. Topics cover global and U.S. fertility, aging, urbanization, family structures, and demographic applications in organizational planning. Students will learn to use official demographic data in assignments. The course complements MKTG 450: Consumer Behavior, and can be taken independently.

MKTG 460 - International Marketing (3 Credits)

Prerequisite: MKTG 301 or equivalent; and business administration major or permission of department chair. The focus of this course is to understand the challenges companies face in conducting the international marketing. Students explore various strategies to successfully manage international marketing efforts, including analysis of world markets, consumer behavior, foreign environments, and the marketing management methods required to meet the demands of the global marketplace. The problems of foreign competition, diminishing U.S. market share, and US economy's interdependence with world markets are covered. Also assessed are different foreign market entry strategies.

MKTG 471 - Seminars in Marketing (1-3 Credits)

Special topics of interest to faculty and students are discussed in individual seminars which focus on marketing.

MKTG 472 - Marketing Seminar Abroad (3 Credits)

Special topics of interest to staff and students pertaining to how marketing is conducted in one or more countries outside the United States are explored in depth in individual seminars. In order to receive credit for this class, students must also travel to the country as part of a class trip with the instructor.

MKTG 490 - Marketing Strategy (3 Credits)

Prerequisite: MKTG 301, senior status, and College of Business major or minor or permission of department chair. This course serves as a capstone survey of the major topics in contemporary marketing. Topics included are delineation of market targets, the development and implementation of the marketing mix, the control and analysis of the total marketing effort, strategy, strategic decision-making tools, ethics, as well as comprehensive case studies or the use of a comprehensive simulation.

MKTG 491 - Individual Study in Marketing (1-3 Credits)

Directed by a marketing faculty member, students conduct individual research focusing on an approved topic of interest in marketing.

MKTG 499 - Marketing Internship (1-3 Credits)

A supervised work experience relevant to marketing in a sponsoring organization developed with, and under the supervision of, a marketing faculty member. (A maximum of 3 hours of 499 classes may be used toward the upper-level elective requirement for the majors that can allow a three-hour elective from this discipline.)