

## 2017-2018 Marketing Course Descriptions

### Marketing

**MKT 220 Marketing Principles.** This course provides an introduction to marketing theory and its application by examining marketing decisions involving pricing, product and service offerings, distribution, and promotion. Also examined are the respective roles of market research and consumer behavior as they relate to marketing management. Prerequisite: BUS 100 or permission of the instructor. 4 Semester Hours. (typically offered fall and spring semesters)

**MGT 299 Special Topics in Marketing.** See All-University 299 course description.

**MKT 370 Consumer Behavior.** The course focuses on consumer decision-making behavior; examining how individuals and organizations search for, evaluate, purchase and use products and/or services. Also considered are social and psychological factors, environmental variables and personal differences that affect consumer behavior. Prerequisite: MKT 220. 4 Semester Hours. (typically offered spring semesters)

**MKT 371 Integrated Marketing Communications.** The course focuses on the various elements of the promotional mix (personal selling, promotion, public relations and advertising). Also considered is the overall role of promotion in the development of an effective marketing strategy. Prerequisite: MKT 220. 4 Semester Hours. (typically offered fall semesters)

**MKT 396 Selling and Sales Management.** The course focuses primarily on the role of personal selling and sales management as part of an organization's overall promotional mix. The importance of relationship marketing is emphasized. Prerequisite: MKT 220. 2 Semester Hours. (typically offered fall semesters)

**MKT 397 International Marketing.** The course examines the theory and application of marketing from a global perspective, with particular focus on political, legal, social, and cultural issues that affect international marketing strategies. Prerequisite: MKT 220. 2 Semester Hours.

**MKT 399 Special Topics in Marketing.** See All-University 399 course description.

**MKT 471 Marketing Research.** The course focuses on the collection, analysis and presentation of secondary and primary information used to make marketing decisions. Both qualitative and quantitative research methods are examined and applied. Prerequisite: MKT 220. 4 Semester Hours. (typically offered fall semesters)

**MKT 472 Direct and Internet Marketing.** This course focuses on the preparation and delivery of personalized marketing communication to specific audiences using traditional media, the internet and other emerging technologies. Among the topics addressed will be list acquisition, customer database management, direct mail, email marketing, search optimization, and social networking. Prerequisite: MKT 220. 2 Semester Hours.

**MKT 474 Marketing Policies and Strategies.** This course is designed as a capstone course in marketing. It will deal with marketing policies and strategies with particular emphasis on decision-making. This course has been designated as the Senior Culminating Experience for individuals majoring in marketing. Prerequisite: MKT 471. 2 Semester Hours. (typically offered spring semesters)

**MKT 494 Honors Thesis/Project.** See All-University course description.

**MKT 499 Internship in Marketing.** An experience based course in which students are enrolled once they have secured a position in an appropriate business or agency where previous classroom learning may be integrated with work in their major discipline. The exact location, program and method of education are provided in a contract drawn between the student, the department faculty internship coordinator and the host internship supervisor. Specific restrictions apply. Departmental approval is required prior to registration for this course. Graded S/U. 1-16 Semester Hours.