

MARKETING COURSES (MKTG)

MKTG 309 **PRINCIPLES OF MARKETING (3)** Prerequisites: *ACCT 201 and ECON 201 (C- or better in both)* Strongly recommended: *junior standing*. This course provides a comprehensive study of the structure and function of marketing systems in the firm, the economy, and society. The course develops the analysis of target markets, the assessment of the firm's external environments, and the management of marketing practices both domestically and internationally.

MKTG 371 **MARKET RESEARCH (3)** Prerequisites: *BUAD 241 and MKTG 309*. This quantitative course provides students with the tools and knowledge required to acquire data in product development or product management situations, to analyze the data appropriately, and to generate useful recommendations on the basis of their analysis.

MKTG 372 **SALES AND SALES MANAGEMENT (3)** Prerequisite: *MKTG 309*. This course examines direct sales environments with an emphasis on industrial goods selling. Students develop personal selling skills in concert with an understanding of buyer needs and requirements as expressed in the buying motion. Other topics include sales strategy development, organizational design, performance evaluation, compensation, and territory administration.

MKTG 374 **RETAILING AND MERCHANDISING (3)** Prerequisite: *MKTG 309*. This study of distribution systems management emphasizes retail store management. Topics include location decisions, layout, service, strategy, product mix, pricing, purchasing and stocking, and local advertising.

MKTG 375 **CONSUMER AND BUYER BEHAVIOR (3)** Prerequisite: *MKTG 309*. This course is an interdisciplinary approach to the analysis and application of psychological, social, and cultural influences on the behavior of consumers and organizational buyers. The interrelationships of marketing actions and buyer behavior are analyzed with the goal of making effective marketing decisions.

MKTG 379 **MARKETING COMMUNICATIONS (3)** Prerequisite: *MKTG 309*. This course is an intensive examination of the roles of advertising, personal selling, sales promotion, and public relations in product or service marketing efforts. Topics include theme selection, copy and artwork preparation, media selection, performance analysis, budgeting, and other areas relevant to promotion.

MKTG 425 **FUNDAMENTALS OF ONLINE BUSINESS (3)** Prerequisite: *MKTG 309*. This course focuses on the theory and applications of online/Internet based business strategies. The course is designed to introduce the student to the current trends and aspects of developing a business on the Internet. The topics to be covered include, but are not limited to: basic development and implementation issues of an online business, registering and promoting an online business, legal issues associated with an online business, design issues associated with a web site, user based issues, and current issues within the realm of online business and the consumers.

MKTG 451 **MARKETING MANAGEMENT (3)** Prerequisite: *MKTG 371 and MKTG 375*. This course focuses on the application of problem solving in the area of marketing management. Emphasis is placed upon the analysis of markets, planning the marketing effort, management of the marketing organization, and control of marketing operations. This course is taught using the case method and/or computer simulation.

MKTG 452 **INTERNATIONAL MARKETING (3)** Prerequisite: *MKTG 309*. This course focuses on theory and applications of international marketing strategies for U.S. and multi-national concerns. It uses the case and/or computer simulation method to place students in a decision-making environment similar to that of a marketing manager who must respond to international issues and competitors.