

MARKETING (MKTG)

MKTG 2237. Personal Brand Management. (3 Credits)

(Also offered as BADM 2237.) Introduction to building, leveraging, and managing a personal brand; concepts and perspectives relevant to any student looking to build a personal brand and business. Consideration of various media to engage with target customers and businesses and how to choose among alternative media platforms and messages. Students will analyze their individual strengths, weaknesses, opportunities, and threats; learn how to position and design a personal brand; learn how to measure personal brand assets and performance over time; and create a personal brand portfolio and a plan for marketing themselves within their chosen industry.

Enrollment Requirements: Open only to business majors.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%202237>)

MKTG 3101. Introduction to Marketing Management. (3 Credits)

(Also offered as BADM 3750.) This course provides an introduction to key marketing principles and the foundation for advanced marketing electives. Students learn to explain the role of marketing in organizations, evaluate strategies and formulate recommendations. Students gain experience in using data to develop and effectively communicate marketing decisions.

Enrollment Requirements: ACCT 2001; ECON 1200, or ECON 1201 and 1202, or ARE 1150 and ECON 1202; ENGL 1007 or ENGL 1010 or ENGL 1011; MATH 1070Q#and#1071Q; or#MATH 1131Q#and#MATH 1070Q or MATH 1132Q; STAT 1000Q#or#1100Q; open only to business majors of junior or higher status. May not be taken out of sequence after certain MKTG or BADM courses.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203101>)

MKTG 3208. Consumer Behavior. (3 Credits)

This course provides an introduction to consumer behavior and its underlying psychological processes. Students learn to apply social science concepts to gain insights into consumer behavior. Students gain experience applying consumer behavior concepts to develop firm strategies and to be better consumers.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to Business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203208>)

MKTG 3252. Business and Human Rights. (3 Credits)

(Also offered as BLAW 3252.) This course examines the human rights implications of multinational enterprises' global operations. Students learn how to assess corporate social impact through a human rights framework, consider the challenges of regulating the human rights impacts of global business, analyze international policy responses, and evaluate the effectiveness of different approaches to enforcing human rights standards for corporations.

Enrollment Requirements: Open only to business students of junior or higher status. Not open for credit to students who have passed or are taking BLAW 5252.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203252>)

MKTG 3253. Sustainability, Markets, and Society. (3 Credits)

(Also offered as BADM 3253.) This course examines sustainability in the context of the natural and social ecosystems in which business operates. Students learn how the environmental and social impacts of business are affected by the interactions of firms with laws and legal institutions, markets, and society globally. Students gain experience assessing firm policies and practices and developing legally-astute and ethically-aware policies to achieve sustainability and to generate positive environmental and social outcomes.

Enrollment Requirements: Open only to business students of junior or higher status. Not open to students who have passed or are taking BLAW 5253.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203253>)

MKTG 3254. Social Responsibility and Accountability in Business. (3 Credits)

(Also offered as BLAW 3254.) This course examines corporate social responsibility (CSR), accountability, and related concepts. Students learn about the actors, processes, legal and social norms that shape firm's management of environmental, social and governance (ESG) issues from a global and human rights perspective. Students gain experience in identifying and critically assessing market-based solutions to societal challenges.

Enrollment Requirements: Open only to Business students of junior or higher status. Not open for credit to students who have passed or are taking BLAW 5254.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203254>)

MKTG 3255. Global Issues in Marketing for Social Impact. (3 Credits)

(Also offered as BADM 3255.) This course provides an overview of current local and global market-focused topics and practices that can both positively contribute to, and adversely affect, societal well-being. Students learn how to evaluate the social impact of marketing and business strategies. Students gain experience analyzing and developing business strategies for social responsibility and impact.

Enrollment Requirements: Open only to business majors of junior or higher status. Not open for credit to students who have passed or are taking MKTG 5255.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203255>)

MKTG 3258. Marketing Strategy for Environmental and Social Impact. (3 Credits)

(Also offered as BADM 3258.) This course examines strategic marketing decisions associated with creating and serving customer demand for products and services with positive social and environmental impact. Students learn to assess and plan for organization and market readiness to make and adopt such offerings and to go to market with impactful and authentic products, services, brands, and customer experiences. Students gain experience researching and presenting current readiness, designing, and positioning potential offers to connect with targeted customer segments, and developing creative briefs to guide potential promotional campaigns.

Enrollment Requirements: MKTG 3101 or BADM 3750. Open only to business majors of junior or higher status. Not open to students who have passed or are taking MKTG 5258.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203258>)

MKTG 3260. Marketing Research. (3 Credits)

This course provides an introduction to obtaining and using data to gain marketing insights. Students learn to translate managerial problems into research questions and identify and apply appropriate methods to collect and analyze data. Students gain hands-on computer-based experience analyzing marketing data, interpreting analyses, and communicating findings to aid managerial decision making.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203260>)

MKTG 3370. Global Marketing Strategy. (3 Credits)

(Also offered as BADM 3370.) This course focuses on developing sound marketing strategies in the global marketplace. Students learn to uncover and assess global market opportunities; analyze challenges and solutions posed by cultural, economic, and political differences; and develop effective international marketing strategies considering legal, ethical, and social sustainability issues. Students gain experience conducting research on global markets and applying their knowledge in complex business settings.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203370>)

MKTG 3452. Professional Selling. (3 Credits)

(Also offered as BADM 3452.) This course provides an introduction to the role of professional selling in generating customer demand and delivering compelling customer experiences as part of the marketing mix. Students learn concepts and skills to create mutual value at each stage of the sales process, with a focus on business-to-business marketing contexts. Students gain experience interacting virtually with clients and colleagues and practice these skills in an integrated manner to win orders for an organization.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203452>)

MKTG 3454. Sales Management and Leadership. (3 Credits)

(Also offered as BADM 3454.) This course provides an introduction to sales force management. Students learn to effectively work within, manage, and ultimately lead in a dynamic sales force environment from the perspectives of sales operations, sales management, sales strategy, and sales leadership. Students gain experience in executing practical selling and engagement techniques in a professional selling situation.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203454>)

MKTG 3625. Integrated Marketing Communications in the Digital Age. (3 Credits)

(Also offered as BADM 3625.) This course provides an introduction to the design, coordination, integration, and management of marketing communications in the digital age. Students learn how advertising aligns with companies' strategic goals and to develop and evaluate media strategies. Students gain experience critiquing and developing key aspects of integrated marketing communications campaigns using traditional, social, and mobile media.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203625>)

MKTG 3661. Marketing and Digital Analytics. (3 Credits)

(Also offered as BADM 3661.) This course provides an advanced understanding of how to analyze data to gain insights in digital marketing. Students learn to select appropriate analytical tools, conduct analyses, and extract insights from data analysis to support managerial decision making. Students gain hands-on computer-based experience with basic and advanced analytical tools, analyzing digital data sets, and making marketing decisions.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203661>)

MKTG 3665. Digital Marketing. (3 Credits)

(Also offered as BADM 3665.) This course provides an introduction to digital marketing strategies. Students learn to align digital marketing strategies with companies' overall marketing goals, and to understand the major tools of digital marketing, such as web research, analytics, search engine optimization, online ads, and social media. Students gain experience developing, implementing, and evaluating digital marketing strategies.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203665>)

MKTG 3757. Strategic Brand Management. (3 Credits)

(Also offered as BADM 3757.) This course provides an introduction to building, leveraging, and enhancing brand equity and making strategic brand decisions. Students learn to design brands, build brand communities, measure brand performance, manage a brand portfolio, and conduct brand assessments.

Enrollment Requirements: MKTG 3101 or BADM 3750; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%203757>)

MKTG 4362. Marketing Planning and Strategy. (3 Credits)

This capstone course provides an advanced understanding of strategic market planning. Drawing on knowledge from MKTG 3101/BADM 3750, MKTG 3208, and MKTG 3260, students learn to identify, evaluate, and propose actionable solutions to complex marketing problems and develop comprehensive marketing strategies in novel and unstructured contexts. Formerly offered as MKTG 3362.

Enrollment Requirements: MKTG 3101 or BADM 3750; MKTG 3208; MKTG 3260; open only to business majors with senior class standing.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204362>)

MKTG 4881. Internship in Marketing. (3 Credits)

Course credit for a marketing internship. Students are responsible for obtaining an internship with a host company in the field of marketing. Student performance is evaluated based on an appraisal by the host company and a detailed written report submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: MKTG 3101 or BADM 3750 and consent of instructor; open only to business majors of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204881>)

MKTG 4882. Practicum in Professional Sales. (3 Credits)

(Also offered as BADM 4882.) Course credit for a professional sales internship. Students are responsible for obtaining an internship with a host company in the field of professional sales. Student performance will be evaluated based on an appraisal by the host company and a detailed written report submitted by the student. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Enrollment Requirements: MKTG 3101 or BADM 3750 and consent of instructor; open only to Business students of junior or higher status.

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204882>)

MKTG 4893. Foreign Study. (1-6 Credits)

Special topics taken in a foreign study program. Consent of Department Head required, prior to student's departure.

Enrollment Requirements: MKTG 3101; open to juniors or higher; consent of department head required prior to student's departure.

May be repeated for a total of 6 credits

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204893>)

MKTG 4895. Special Topics. (1-6 Credits)

Classroom course in special topics as announced in advance for each semester.

Enrollment Requirements: Prerequisites and recommended preparation vary by section; open only to business majors of junior or higher status.

May be repeated for credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204895>)

MKTG 4899. Independent Study. (1-6 Credits)

Individual study of special topics as mutually arranged between student and instructor.

Enrollment Requirements: Open only to business majors of junior or higher status.

May be repeated for credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204899>)

MKTG 4996. Independent Honors Research. (3 Credits)

Students are expected to develop their own plan for a research project, conduct the research, and write-up this research, consulting periodically with a faculty member.

Enrollment Requirements: MKTG 3260; open to juniors or higher; open only to Marketing Department Honors Students with consent of the instructor.

Grading Basis: Honors Credit

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204996>)

MKTG 4997W. Senior Thesis in Marketing. (3 Credits)

Enrollment Requirements: ENGL 1007 or 1010 or 1011 or 2011; MKTG 3208, 3260; open only to Marketing Department Honor Students with consent of thesis advisor and the Marketing Department honors advisor; open to juniors or higher.

Grading Basis: Honors Credit

Skill Codes: COMP: Writing Competency

View Classes (<https://catalog.uconn.edu/course-search/?details&code=MKTG%204997W>)