

# MARKETING (MKTG)

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## **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. Students will learn how to: 1) apply emotional intelligence and understand the importance of embracing a diversity of cultures, acting with authenticity, and demonstrating environmental awareness; 2) analyze their personal strengths, weaknesses, opportunities, and threats; 3) create a marketing plan that positions themselves toward target customers and businesses through relevant media channels and messaging; and 4) evaluate their personal brand marketing plan over time.

**Enrollment Requirements:** Open only to business majors.

**Topics of Inquiry:** TOI1: Creativity: Des, Expr, Innv, TOI2: Cultural Dimen Human Exp

## **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 with 40 or more credits. May not be taken out of sequence after passing MKTG 3208, 3258, 3260, 3370, 3452, 3454, 3625, 3661, 3665, 3753, 3757, 4362, 4881, 4882, or 4893.

## **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.

## **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 use theoretical frameworks and data analytics 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:** MKTG 3101 or BADM 3750. Open only to business majors of junior or higher status. Not open for credit to students who have passed or are taking MKTG 5255.

## **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.

## **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.

## **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.

## **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.

## **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.

**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.

**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.

**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.

**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.

**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.

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

**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.

**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.

**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 credit

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

Classroom course in special topics as announced in advance for each semester. With a change in content, may be repeated for credit.

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

May be repeated for credit

**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

**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

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

**Enrollment Requirements:** ENGL 1007 or 1010 or 1011; 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