

MARKETING (MKTG)

MKTG 406 - MARKETING STRATEGY: THEORY & PRACTICE

Foundation for understanding all basic concepts of marketing; organized on a managerial framework so that students can apply basic marketing concepts to decision making and managing marketing activities.

Emphasis on practical application through the use of cases. Development of a conceptual marketing plan, given a specific set of market, product and environmental conditions.

Credits: 3

MKTG 425 - COMMUNICATION & CONSUMER BEHAVIOR

Internal and external forces influencing consumers' decision making.

Current theories of consumer market behavior and marketing communication techniques.

Credits: 3

Prerequisites: MKTG 406

MKTG 426 - RESEARCH FOR MARKETING DECISIONS

Role of marketing research in contemporary marketing strategies.

Relevant secondary information sources and techniques, such as focus groups. Experimental and other study designs; questionnaire development; data collection, processing, and analysis. Appropriate statistical techniques for data analysis.

Credits: 3

Prerequisites: MKTG 406

MKTG 440 - BUSINESS PLAN & STRATEGY NEW VENTURES

Applied course in entrepreneurship. Selection and evaluation of a specific business concept; research into industry trends, competition, and the target market; marketing strategies. The completed business plan is presented in written and oral forms.

Credits: 3

Prerequisites: MKTG 406

MKTG 456 - INTERNATIONAL MARKETING ANALYSIS

Extended case study of international marketing planning. Subtopics include overseas market selection, international aspects of demand analysis, product adaptation, channel selection, pricing behavior, promotion strategy, and organization. Export-import transactions, including transportation and logistics.

Credits: 3

Prerequisites: MKTG 406 or MGMT 452

MKTG 480 - SPECIAL TOPICS IN MARKETING

The development of new products (goods or services) is an intensive process. This course examines that process from the marketing perspective and identifies the key points of contact and influence with management, finance, organizational policy, and strategic planning.

This course is very much concerned with ideas and how to select the best ideas and make them a reality, using strategies and tools that are considered best practices.

Credits: 3

MKTG 492 - PROFESSIONAL MARKETING INTERNSHIP

A supervised professional learning experience at a business or non-profit site. Must be arranged with internship coordinator and/or program director. Maximum of 3 credit hours can be applied to graduate business program.

Credits: 1-3

Course Notes: Internship requirements vary by assignment; consent is required by the instructor.