

Marketing Courses (MKTG)

Courses

MKTG 2110 (130:101). Principles of Marketing — 3 hrs.

Conceptual understanding and application of customer determination selection, product management, distribution, pricing considerations, and promotional activities within an economic and business environment as related to a strategic marketing plan. Prerequisite(s): ECON 1031 (920:024) or ECON 1041 (920:053). (Fall, Spring, Summer)

MKTG 3113/5113 (130:106g). Consumer Behavior — 3 hrs.

Behavioral science concepts, models, findings and methods applied to the buying process and marketing management decision-making. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall, Spring, Summer)

MKTG 3116/5116 (130:108g). Marketing Research — 3 hrs.

Procedures used in defining a marketing problem and conducting research necessary for its proper analysis, interpretation and presentation of research findings in a marketing management decision-making context. Prerequisite(s): MKTG 2110 (130:101); MGMT 2080 (150:080); STAT 1772 (800:072) or equivalent; ECON 1021 (920:020); ECON 1031 (920:024) or ECON 1041 (920:053); ECON 1011 (920:070); junior standing. (Fall and Spring)

MKTG 3143 (130:150). Advertising and Promotion — 3 hrs.

Decision making in advertising and consumer promotions, with focus on message strategy, targeting, and formulating highly responsive online campaigns. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3146 (130:160). Digital Advertising — 3 hrs.

Immersive hands-on study of digital advertising techniques and strategies in tradigital, social media, and mobile marketing, including the use of digital analytical tools to measure success. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3148. Digital Customer Experience — 3 hrs.

Course will address customer experience development related to the creation of customer-focused digital experiences (websites, apps, augmented reality) that provide value. Research, strategy, planning, designing, prototyping, and measurement will be emphasized. Prerequisite(s): MKTG 2110 (130:101) or consent of instructor. (Fall)

MKTG 3153 (130:153). Personal Selling — 3 hrs.

Basic concepts and skills of professional selling, including customer analysis, communication skills, effective openings closings, and customer relations; selling skills concepts developed through the extensive use of sales exercises, role-plays, and presentations. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3154. Sales Management — 3 hrs.

Study of sales management including territory management, ethical expectations, hiring, selection training, motivation rewards, coaching, and sales planning; extensive use of sales exercises including manager-sales person role-plays and executive presentations. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3155. Business to Business Marketing — 3 hrs.

The course is designed to provide an opportunity for students to understand managerial issues and challenges involved in the task of making products and services available to business customers. The course focuses on functions and behaviors in essentially an inter-organizational system that is designed to create value by effectively and efficiently linking points of production and the points of consumption in Business Markets. In essence, Business to Business (B2B) Marketing Management addressed how to understand, create, and deliver value when selling goods and services to other businesses, governments, and institutional customers. Students will learn how business markets differ from consumer markets, assess opportunities in business markets, and make marketing decisions that enable B2B companies to generate and deliver value for themselves, their business partners, and customers. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3156 (130:178). Services Marketing — 3 hrs.

Issues concerning quality customer service and improving business and non-profit strategies in the services industry. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3163 (130:161). Distribution and Logistics — 3 hrs.

Study of behavioral aspects of channel member relationships and third party facilitators; contemporary strategies in managing channel functions of products and services movement information to provide desired customer service levels. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall and Spring)

MKTG 3166 (130:166). Retail Management — 3 hrs.

Examination of strategic retail management, situation analysis including store web, non-store forms of understanding customers gathering information, location planning, managing a retail business, merchandise management, pricing, and promotion. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Spring)

MKTG 3173 (130:131). New Product Management — 3 hrs.

Understanding the principles concepts of new product development, the strategic importance of new products to companies and managing new product development from idea generation through commercialization. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall)

MKTG 3176/5176 (130:177g). Global Marketing — 3 hrs.

Assessment, adaptation and implementation of basic marketing principles to compete in the global marketplace utilizing real world scenarios. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Fall)

MKTG 3178/5178. Global Trade Practices — 3 hrs.

Application of processes and requirements for international or trade transactions; course develops knowledge skills required for the Certified Global Business Professional examination utilizing global management and marketing, supply chain, and trade finance tools. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Spring)

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MKTG 3179 (130:179). Cooperative Education in Marketing — 1-6 hrs.

Offered on credit/no-credit basis only. Not accepted for credit toward the Marketing major, but can be used as a university elective. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); UNI cumulative GPA of 2.50 or better; consent of department head. (Fall, Spring, Summer)

MKTG 3583/5583 (130:170g). Entrepreneurship — 3 hrs.

Exploration of entrepreneurial qualities; opportunity assessment; new venture strategic planning and contemporary environmental issues; developing a business plan. No credit if credit previously earned in 130:172 Venture Opportunity Analysis. Prerequisite(s): BUSINESS 2010 (100:040) or (ACCT 2120 (120:030); ACCT 2130 (120:031); prerequisite or corequisite FIN 3130/5130 (160:151g); STAT 1772 (800:072) or equivalent, and ECON 1011 (920:070)); MKTG 2110 (130:101); ECON 1031 (920:024) or (ECON 1041 (920:053) and ECON 1051 (920:054)); junior standing. (Fall and Spring)

MKTG 3586/5586 (130:175g). Entrepreneurial Strategy — 3 hrs.

Procedures for planning, budgeting, managing and marketing in the start-up and growth phases of a new venture; experiential learning project. No credit if credit previously earned in 130:173 (Venture Strategy). Prerequisite(s): BUSINESS 2010 (100:040) or both ACCT 2120 (120:030) and ACCT 2130 (120:031). Prerequisite(s) or corequisite(s): FIN 3130/5130 (160:151g); STAT 1772 (800:072) (or equivalent) and ECON 1011 (920:070); MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053), and ECON 1051 (920:054); junior standing. (Fall and Spring)

MKTG 3595 (130:142). Value Based Pricing — 3 hrs.

Focus on the marketing task of assessing and recovering value by integrating the economic, behavioral, and psychological dimensions of pricing. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing. (Spring)

MKTG 4150. Advertising Campaign Development — 3 hrs.

Comprehensive development of an integrated advertising campaign created for a national client using relevant marketing data platforms in response to a real-world marketing challenge. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); MKTG 3143 (130:150) or MKTG 3146 (130:160) or Instructor approval; junior standing. (Spring)

MKTG 4170/5170 (130:191g). Marketing Strategy — 3 hrs.

Integration of major marketing functions from a managerial perspective. Emphasis on developing marketing strategies and applying strategic marketing decisions. Prerequisite(s): MKTG 2110 (130:101); MKTG 3113/5113 (130:106g); MKTG 3116/5116 (130:108g); MGMT 2080 (150:080); STAT 1772 (800:072) or equivalent; ECON 1021 (920:020); ECON 1031 (920:024) or ECON 1041 (920:053); ECON 1011 (920:070); senior standing. (Fall and Spring)

MKTG 4198 (130:198). Independent Study — 1-6 hrs.

Not accepted for credit toward the Marketing major, but can be used as a university elective. Prerequisite(s): MKTG 2110 (130:101); ECON 1031 (920:024) or ECON 1041 (920:053); junior standing; consent of department head. (Fall, Spring, Summer)

MKTG 4595 (130:169). Internship-Marketing — 2-8 hrs.

Full-time internship in a marketing-related business for a minimum of eight weeks. Maximum of 3 hours may be applied to Marketing major electives category. Prerequisite(s): MKTG 2110 (130:101); MKTG 3113/5113 (130:106g); MKTG 3116/5116 (130:108g);

MGMT 2080 (150:080); STAT 1772 (800:072) or equivalent; ECON 1021 (920:020); ECON 1031 (920:024) or ECON 1041 (920:053); ECON 1011 (920:070); UNI cumulative GPA of 2.50 or better; senior standing; consent of department head. (Fall, Spring, Summer)

MKTG 6170 (130:263). Marketing Management — 3 hrs.

Integrated and applied approach utilizing modern marketing theory and practice by developing a framework for decision making and implementing a marketing program. Prerequisite(s): consent of MBA Director. (Fall)

MKTG 6285 (130:285). Individual Readings — 1-3 hrs.

May be repeated for maximum of 4 hours. Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6297 (130:297). Practicum — 1-3 hrs.

Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6299 (130:299). Research — 1-6 hrs.

Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6595 (130:280). Topics in Marketing — 1-3 hrs.

Selected topics in marketing. May be repeated for maximum of 6 hours. Anticipated typical credit of 1 hour. Prerequisite(s): consent of MBA Director. (Variable)