

# 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 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 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)

### **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 and Spring)

### **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. (Fall and Spring)

### **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)

### **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

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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. (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)