The course focuses on functions and behaviors in essentially an interpretation, and presentation of customer, market, and competitor data for marketing management decision-making. Prerequisite(s): MKTG 2110; MGMT 2080; STAT 1772 or equivalent; ECON 2090; ECON 1031 or ECON 1041; ECON 1011; junior standing. (Fall and Spring)

MKTG 3143. 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; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3144. 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; ECON 1031 or ECON 1041; 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 or consent of instructor. (Fall)

MKTG 3150. 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 or ECON 1041. (Fall, Spring, Summer)

MKTG 3153. Professional 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 and cases. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3154. Sales Management — 3 hrs.
Study of advanced selling techniques, planning account maintenance, strategic sales messaging and an introduction to customer relationship management (CRM) technology. Prerequisite(s): MKTG 2110; MKTG 3153; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3156. Services Marketing — 3 hrs.
Issues concerning quality customer service and improving business and non-profit strategies in the services industry. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3157. Product Management — 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; ECON 1031 or ECON 1041; junior standing. (Spring)

MKTG 3163. 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; ECON 1031 or ECON 1041; junior standing. (Fall and Spring)

MKTG 3166. 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; ECON 1031 or ECON 1041; junior standing. (Spring)

MKTG 3173. Product Management — 3 hrs.
Management of marketing offerings from brand development, through competitive analysis and messaging strategy, to marketing technology and customer experience. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; junior standing. (Fall)

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

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; ECON 1031 or ECON 1041; junior standing. (Spring)

MKTG 3179. 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; ECON 1031 or ECON 1041; UNI cumulative GPA of 2.50 or better; consent of department head. (Fall, Spring, Summer)

MKTG 3595. Value Based Pricing — 3 hrs.
Focus on the marketing task of assessing and recovering value by integrating the economic, behavioral, and psychological dimensions
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of pricing. Prerequisite(s): MKTG 2110; ECON 1031 or ECON 1041; 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; ECON 1031 or ECON 1041; MKTG 3143 or MKTG 3146 or Instructor approval; junior standing. (Spring)

MKTG 4170/5170. 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; MKTG 3113/5113; MKTG 3116/5116; MGMT 2080; STAT 1772 or equivalent; ECON 2090; ECON 1031 or ECON 1041; ECON 1011; senior standing. (Fall and Spring)

MKTG 4198. 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; ECON 1031 or ECON 1041; junior standing; consent of department head. (Fall, Spring, Summer)

MKTG 4595. 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; MKTG 3113/5113; MKTG 3116/5116; MGMT 2080; STAT 1772 or equivalent; ECON 2090; ECON 1031 or ECON 1041; ECON 1011; UNI cumulative GPA of 2.50 or better; senior standing; consent of department head. (Fall, Spring, Summer)

MKTG 6170. 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. (Variable)

MKTG 6285. 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. Practicum — 1-3 hrs.
Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6299. Research — 1-6 hrs.
Prerequisite(s): consent of department head and MBA Director. (Fall, Spring, Summer)

MKTG 6595. 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)