The course focuses on functions and behaviors in essentially an
environment as related to a strategic marketing plan. Prerequisite(s):
ECON 1031 or ECON 1041. (Fall, Spring, Summer)

**MKTG 3113/5113. 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; ECON 1031 or ECON 1041; junior
standing. (Fall and Spring)

**MKTG 3116/5116. Marketing Analytics — 3 hrs.**
Qualitative and quantitative analytical methods for collection,
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 3146. 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 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
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 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; 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 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 strategic messaging to marketing technology
and customer experience. Prerequisite(s): MKTG 2110; ECON 1031 or
ECON 1041; junior standing. (Fall)

**MKTG 3176/5176. 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; ECON 1031 or ECON 1041;
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; 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
ward 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
Marketing Courses (MKTG)

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)