

## Marketing (MRKT)

### Courses

#### **MRKT 199. Special Topics. 1-4 Credits.**

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

#### **MRKT 305. Principles of Marketing. 3 Credits.**

An analysis of the activities, set of institutions, and processes for facilitating the exchange of products, services, and information. Topics include strategic planning; marketing segmentation, targets, and positioning; marketing research; sales; and public relations; creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**Typically Offered:** Fall, Spring.

#### **MRKT 310. Digital Marketing. 3 Credits.**

This course examines the theoretical understanding of the Internet marketplace, how to adapt to its many changes and the skills needed to perform vital daily functions within digital marketing.

**Typically Offered:** Fall, even years.

#### **MRKT 319. Website Authoring. 3 Credits.**

A course designed to provide knowledge and skills to complete website project management. Students will learn to assemble and organize websites, production teams, develop goals, management schedules and budgets, and evaluate and evolve a commercial Web presence and students will perform a redesign and maintenance schedule of a professional website.

**Typically Offered:** Fall, Spring.

#### **MRKT 340. Professional Sales. 3 Credits.**

A course designed to focus on the principles and fundamentals of selling psychology, customer motivation, and sales steps with emphasis on techniques and human relations in selling situations. Students will determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. Students will participate in product knowledge, analyzing the customer, and investigating the competition and capitalizing on the sale through experience exercises.

**Typically Offered:** Spring.

**Prerequisite:** MRKT 305.

#### **MRKT 370. Advertising and Promotions. 3 Credits.**

A thorough exploration of the communication process and consumer responses throughout that process. Students will acquire the skills needed to make strategic decisions regarding the use of traditional and/or new media to develop and carryout advertising campaigns.

**Typically Offered:** Fall.

**Prerequisite:** MRKT 305.

#### **MRKT 375. Consumer Behavior. 3 Credits.**

This class examines consumer behavior and the practical marketing implications of that behavior.

**Typically Offered:** Fall, odd years.

**Prerequisite:** MRKT 305.

#### **MRKT 394. Independent Study. 1-3 Credits.**

Directed reading, study, and/or activities in selected topics.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

#### **MRKT 399. Special Topics. 1-4 Credits.**

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.

#### **MRKT 405. Retailing. 3 Credits.**

A study of the field of retailing. Topics include establishing and maintaining relationships, basic principles of strategic planning, goods/services categories, targeting customers, gathering information, choosing a store location, merchandise management and pricing, and communication with the customer.

**Typically Offered:** Fall.

#### **MRKT 414. Social Media Management. 3 Credits.**

An exploration of managing social media and analytical tools. This course explores the tools and strategical use of social media in promoting the goals and mission of both for-profit and non-profit organizations, covering advertising, marketing, public relations, and promotional strategies within the media scope of social media. Cross-referenced with COMM 414.

**Typically Offered:** Spring.

**Prerequisite:** COMM 314 or COMM 315 or MRKT 305.

**Same As:** COMM 414/MRKT 414.

#### **MRKT 415. Marketing Research. 3 Credits.**

A study of the role of marketing research in strategic decision-making and the basics of scientific research. Topics include the marketing research process; exploratory, descriptive, and casual research designs; scales of measurement; questionnaire and focus group design; fieldwork; data preparation; and basics of interpreting statistical results of research.

**Typically Offered:** Spring.

**Prerequisite:** MRKT 305.

#### **MRKT 499. Special Topics. 1-4 Credits.**

Courses not offered in the regular catalog that provide an opportunity to extend student learning.

**Typically Offered:** On sufficient demand.

**Repeatable:** Up to 12 Credits.