



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 301. 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, Summer.

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, Spring.

Prerequisite: MRKT 301.

MRKT 330. Sports Marketing. 3 Credits.

A specialized marketing course that equips students with the essential skills for addressing unique marketing challenges in the sports and entertainment industries. Topics include sponsorship, endorsements, licensing, segmentation of the sports market, promotional strategy for the marketing of sports products, and emerging issues in sports marketing. Students acquire practical experience addressing sports and entertainment marketing issues.

Typically Offered: Spring.

Prerequisite: MRKT 301.

MRKT 335. Name, Image & Likeness. 3 Credits.

Personal branding delves into the intricacies of Name, Image, and Likeness (NIL) opportunities. Topics include insights into cutting-edge marketing strategies, and ways to capitalize on these new avenues. This course equips students with the tools and knowledge needed to navigate the evolving NIL landscape successfully. NIL is not just for the athletes, it is a whole new area for marketers to work in to help brand, find, and negotiate deals for clients of marketing firms that focus on athletes.

Typically Offered: Fall.

Prerequisite: MRKT 301.

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 301.

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 301.

MRKT 375. Consumer Behavior. 3 Credits.

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

Typically Offered: Spring.

Prerequisite: MRKT 301.

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.

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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.

Prerequisite: MRKT 301.



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.

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 301.

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.