Marketing

- **Major: 60 credit hours**
- **Minor: 18 credit hours**
- **Major/Minor GPA required for graduation: 2.25**

PROGRAM REQUIREMENTS:

- **Capstone: Business Strategy and Policy (BUS 450)**
- **Research: Marketing Research (MKT 410)**

Description of Major: The American Marketing Association defines marketing as "the process of planning and executing the conception, pricing, promotion and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational objectives." The marketing curriculum is based on a customer satisfaction model that is consistent with this definition.

Student Learning Outcomes

Students will:

- Apply critical thought regarding the business environment.
- Demonstrate an understanding of the major concepts in the functional areas of business.
- Develop marketing research ability to generate suitable marketing strategies and tactics.
- Recognize the effect of human psychology on business and consumer behavior.

Preparation: The marketing program is designed to prepare students for a professional career in marketing such as advertising, brand management, sales management, and marketing research. Upon graduation, students will have the skills needed to pursue a higher degree or seek employment in one of many opportunities open in the field.

MARKETING MAJOR		60 crs.
BUSINESS CORE REQUIREMENTS		**39 crs.**
ACC 205	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ACC 230	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
ECO 211	PRINCIPLES OF MICROECONOMICS	3
ECO 212	PRINCIPLES OF MACROECONOMICS	3
BUS 303	BUSINESS LAW I	3
or		
BUS 304	BUSINESS LAW II	3
BUS 324	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)	3
FIN 308	PRINCIPLES OF BUSINESS FINANCE	3
BUS 310	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	3
MTH 170	STATISTICS	3
MGT 204	PRINCIPLES OF MANAGEMENT	3
MKT 205	PRINCIPLES OF MARKETING	3
BUS 410	MANAGEMENT INFORMATION SYSTEMS	3
or		
ACC 220	ACCOUNTING INFORMATION SYSTEMS	3
BUS 450	BUSINESS STRATEGY AND POLICY	3

MARKETING MAJOR REQUIREMENTS		21 crs.
MKT 305	CONSUMER BEHAVIOR	3
MKT 410	MARKETING RESEARCH (W)	3
MKT 354	ADVERTISING AND PROMOTION	3
FOUR MARKETING ELECTIVES, AT LEAST TWO OF WHICH MUST BE AT THE 300 *or* 400 LEVEL		12

MARKETING MINOR REQUIREMENTS		18 crs.
MKT 205	PRINCIPLES OF MARKETING	3
MKT 305	CONSUMER BEHAVIOR	3
MKT 410	MARKETING RESEARCH (W)	3
MKT 354	ADVERTISING AND PROMOTION	3
TWO MARKETING ELECTIVES AT THE 300 *or* 400 LEVEL		6

ELECTIVES

ECO 353	MANAGERIAL ECONOMICS	3
ENT 301	THEORY OF ENTREPRENEURSHIP	3
MGT 334	HUMAN RESOURCE MANAGEMENT	3
MKT 320	PERSONAL SELLING	3
MKT 325	SPORT MARKETING (W)	3
MKT 330	PRINCIPLES OF RETAILING	3
MKT 340	INTERNATIONAL BUSINESS	3
MKT 345	DIGITAL MARKETING	3
MKT 346	SOCIAL MEDIA MARKETING LAB	3
MKT 380-389	TOPICS IN MARKETING	1-3
MKT 470	INTERNSHIP IN MARKETING	3
MKT 480	INDEPENDENT STUDY IN MARKETING	1-4
MKT 490	SEMINAR IN MARKETING	1-4
SCL 316	SUPPLY CHAIN MANAGEMENT	3

Marketing (MKT)

MKT 205 **3**
PRINCIPLES OF MARKETING
The course focuses on an analysis of the four strategic elements of marketing – product, price, promotion, and distribution – and the environmental factors that affect the market. The basic theories and examples of marketing practices that this course comprises will prepare the student for further study in marketing and other business fields.

MKT 305 **3**
CONSUMER BEHAVIOR
This course examines the purchase decision situation and the processes that influence it. Basic concepts from the field of cognitive psychology form the theoretical foundation of the course. Applications of the theories to the practice of marketing are developed. Prerequisite: MKT 205.

MKT 320 **3**
PERSONAL SELLING
This course examines the personal selling communication process: how information is used to persuade and to satisfy individual needs. Emphasis is placed on preparation for a sale, presentation, closing, handling objections, and follow-up after the sale. Opportunity is provided to study different types of sales environments. Prerequisite: MKT 205.

MKT 325 **3**
SPORT MARKETING (W)
This course explores the world of sport and entertainment marketing, including distribution, pricing, promotion, selling, and product/service management through the creation of a comprehensive marketing plan. Prerequisite: MKT 205.

MKT 330 **3**
PRINCIPLES OF RETAILING
This course introduces the student to the basic concepts of retail store management. Topics covered include facility and financial management, staffing, location, merchandising, strategies, inventory controls, pricing, and promotion in the retail environment. Prerequisite: MKT 205.

MKT 340 **3**
INTERNATIONAL BUSINESS
This class examines how cultural and social values influence management and marketing practices throughout the world. Work-related activities, norms, standards, and expectations of the U.S. are compared with those of other countries. Cross-cultural business ventures are examined with particular reference to potential influences of the ventures on the cultures involved. Prerequisites: MGT 204, MKT 205. Same as MGT 340.

MKT 345 **3**
DIGITAL MARKETING
This course provides an overview of digital marketing. Topics include strategy, implementation, and practices within digital marketing. Social media marketing, mobile marketing, and other topics will be explored. This course provides students the opportunity to learn about current digital marketing techniques used in the industry. Prerequisite: MKT 205.

MKT 346 **3**
SOCIAL MEDIA MARKETING LAB
This course will explore the practice of social media marketing, its role in inbound marketing, and brand management best practices across social networks. Through hands on learning with instructor guidance and class critique, students will practice creativity and generate professional social content using Canva. This course will utilize experiential learning to aid in construction of a digital portfolio. Emphasis will be placed on learning efforts to drive engagement with desired target markets. Prerequisite: MKT 205.

MKT 354 **3**
ADVERTISING AND PROMOTION
A course focusing on the communications functions of marketing. Topics include public relations, merchandising, sales promotion, advertising management, and marketing communications theory and research. Prerequisite: MKT 205.

MKT 380-389 **1-3**
TOPICS IN MARKETING

MKT 410 **3**
MARKETING RESEARCH (W)
The course introduces the scientific method as it is applied in marketing. Quantitative and qualitative research methods are studied and an original research project is undertaken. Students gain experience in developing research questions, selecting appropriate methods, using analytical tools, and interpreting and presenting research findings. Prerequisites: MKT 205, 305, 354, MTH 170.

MKT 470 **3-8**
INTERNSHIP IN MARKETING

MKT 480 **1-4**
INDEPENDENT STUDY IN MARKETING

MKT 490 **1-4**
SEMINAR IN MARKETING