

Marketing

The increasingly global marketplace, coupled with new communication vehicles such as the Internet, have changed the traditional tactics used in marketing. Today's marketing practitioners must understand the unique challenges of serving foreign markets and how to effectively convey their messages to consumers throughout the world. The marketing program develops students' analytic and decision-making skills in such areas as advertising, market research, brand/product management, selling and sales management, distribution, relationship marketing, international marketing, marketing consumer products and services, and marketing nonprofit organizations. Key concepts focus on identifying customer needs and wants, developing products and services to meet those demands, establishing communications to promote products and services, and monitoring transactions and customer responses to guide future activities. Marketing concepts apply to tangible products, services and ideas, consumer and business markets, and domestic and global markets.

The marketing area of emphasis takes at least three semesters beyond the Business Core to complete and requires 18 semester hours (6 courses). Students should be aware of these requirements when planning their course schedules. Students in the marketing program are strongly advised to complete BCOR 1020 in their freshman year and 2400 in the first semester of their sophomore year. Those planning to graduate in four years must complete MKTG 3250 and MKTG 3350 in their junior year.

Required Courses

These two courses must be completed before enrolling in any 4--- level marketing courses.

MKTG 3250 Buyer Behavior (3)
MKTG 3350 Marketing Research (3)

All three of the following courses must be completed. Two must be taken before enrolling in MKTG 4850. The third one may be taken as a co-requisite.

MKTG 4250 Product Strategy (3)
MKTG 4550 Advertising and Promotion Management (3)
MKTG 4300 Pricing and Channels of Distribution (3)

Required Senior Capstone Course:

MKTG 4850 Senior Seminar in Marketing (3)

Important Notes for Continuing Students:

1) Students who have previously completed INBU 4100, MKTG 4400 or MKTG 3450 are not eligible to take INBU 3450.

2) If you became a Business student **prior to the summer of 2009**, MKTG 3150 and 3450 WILL apply to your Marketing area, AND those courses will also be used as though they are 4--- level courses when necessary for prerequisites.

Career Opportunities

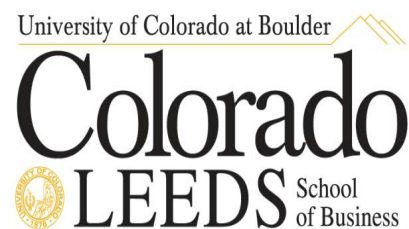
Marketing students find career opportunities in advertising, international marketing, marketing research, nonprofit marketing, product and brand management, personal selling, public relations, retail management, sales management, business-to-business marketing, consumer affairs and protection, and distribution and logistics. Sales, the most common entry-level position, is the area in which the most number of jobs exist. A sales job is widely used as a stepping stone to a management career.

Course Descriptions

MKTG 3250-3: Buyer Behavior

Covers both consumer buying behavior and organizational buying behavior. Consumer behavior topics include needs and motives, personality, perception, learning, attitudes, cultural sensitivity, and contributions of behavioral sciences that lead to understanding consumer decision making and behavior. Explores differences between business and consumer markets, business buying motives, the organizational buying center and roles, and the organizational buying process.

Prerequisites: BCOR 2400 and 52 hours completed



MKTG 3350-3: Marketing Research

Explores fundamental techniques of data collection and analysis used to solve marketing problems. Specific topics include problem definition, planning an investigation, developing questionnaires, sampling, tabulation, interpreting results, and preparing and presenting a final report. Required for marketing majors. *Prerequisites: BCOR 1020, 2400 and 52 hours completed*

MKTG 4250-3: Product Strategy

This course covers major topics in managing long-term customer relationships that derive from products. Students focus on concepts, analyses, and strategies for existing and new products. Examples of course topics include product positioning, brand image measurements and brand management, brand equity, conjoint analysis, concept development and testing, product issues in public policy and ethics. *Prerequisites: MKTG 3250 and 3350*

MKTG 4300 -3: Pricing and Channels of Distribution

Examines pricing and channel management, the two key components of a company's marketing strategies. This will help students to understand the common types of pricing and channel strategies and the rationales behind these strategies. It will train students to think analytically in order to apply these strategies. *Prerequisites: MKTG 3250 and 3350 and 52 hours completed.*

MKTG 4550-3: Advertising and Promotion Management

Students analyze advertising and promotion principles and practices from the marketing manager's point of view. Students learn about the decision to advertise, market analysis as a planning phase of the advertising program, media selection, public relations, sales promotion, promotion budgets, campaigns, evaluation of results, and agency relations. *Prerequisites: MKTG 3250 and 3350*

MKTG 4850-3: Senior Seminar in Marketing.

This capstone marketing course integrates and further develops what students have learned in other courses. Provides students with the insight and skills necessary to formulate and implement sound socially responsible marketing strategies, product line management strategies, promotional and product/service, communication strategies, pricing, and distribution strategies. *Prerequisites: MKTG 3250, 3350 and two additional 4---level marketing courses. Offered Fall & Spring Only.*

Business Electives

(Students starting in Leeds **prior to sp 09** only, may use these in the MKTG Area)

MKTG 3150-3: Sales Management

Explores the selling task and the essentials of managing the sales force. Includes recruiting, selecting and hiring, training, compensating, supervising, and controlling. Sales organization, sales planning, sales forecasting, assigning territories, quotas, and sales analysis are covered. *Prerequisites: BCOR 2400 and junior standing. Formerly MKTG 4150.*

INBU 3450-3: International Marketing

Describes the economic, geographic, political, and social forces that have shaped and continue to define global markets. Examines topics critical to success in international markets, including assessment of a firm's international capabilities, techniques for gauging the potential of international markets, international segmentation approaches, and alternative arrangements for entering foreign markets. Compares and contrasts product, price, distribution, logistics, promotion, and research decisions made in global versus domestic markets. Introduces students to financial arrangements characteristic of international marketing, including exchange rates and controls, balance-of-payment principles, import licensing agreements, and tariffs. *Prerequisites: BCOR 2400 and 52 hours completed. Same as MKTG 3450.*