

# Marketing (MKTG)

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Marketing Department Website (<https://walton.uark.edu/departments/marketing/>)

The Department of Marketing offers two majors leading to a Bachelor of Science in Business Administration degree: Marketing and Retail. Requirements for the Marketing major are listed here. Find out more about the major at the Retail page (<http://catalog.uark.edu/undergraduatecatalog/collegesandschools/sammwaltoncollegeofbusiness/retailret/>).

The major in marketing is designed to prepare students for careers involving product planning, distribution, promotion, and pricing strategies in profit or nonprofit organizations. In addition to a broad overview of the marketing functions within organizations, students are provided with knowledge and skills in consumer behavior, marketing research, and strategic marketing.

Students majoring in marketing are actively subjected to problem-solving situations, both domestic and international, where a variety of contemporary tools are employed to stimulate the strategic decision-making process. Supportive disciplines with which the marketer should be familiar include psychology, sociology, accounting, economics, statistics, quantitative analysis, and research methodology.

The marketing major is intended to provide students with broad knowledge and skills in marketing applicable to a wide range of profit and nonprofit organizations.

**Requirements for a Major in Marketing:** The major in marketing requires 21 hours of major and collateral courses in the discipline as well as satisfying the other requirements for the B.S.B.A. degree. A maximum of 27 hours is allowed in a marketing major or discipline field of study (i.e., core, major, electives) unless the extra courses are part of an interdisciplinary minor or collateral track. See an adviser for selection of courses.

## Major Course Requirements 21

MKTG 35503	Consumer Behavior
MKTG 36303	Marketing Research
MKTG 48503	Marketing Management

Select four of the following:

MKTG 36503	Category Management Topics
MKTG 42303	Integrated Marketing Communications
MKTG 43403	Selling and Sales Management
MKTG 41003	Marketing Topics (May take up to six hours from two different topics)
MKTG 46303	Global Marketing
MKTG 44303	Retail Strategy
MKTG 44403	Retail Buying and Merchandise
MKTG 44503	New Product Development
MKTG 45103	Nonprofit Marketing

Maximum of 27 hours of MKTG courses in department (core, major, elective). More than 27 hours allowed if the extra courses are part of interdisciplinary minor or collateral track.

**Total Hours 21**

Junior/Senior Business Electives (15 hours)

## Marketing B.S.B.A. Eight-Semester Degree Program

Students wishing to follow the eight-semester degree plan should the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) for university requirements of the program.

Courses in **BOLD** must be taken in the designated semester. Although other courses listed are not required to be completed in the designated sequence, the recommendations below are preferred.

First Year	Units	
	Fall	Spring
ENGL 10103 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) <sup>3</sup>	3	
<b>MATH 20503 Finite Mathematics (Satisfies General Education Outcome 2.1)<sup>1, 3</sup></b>	3	
<b>BUSI 11101 Freshman Business Connection<sup>3</sup></b>	1	
<b>SCMT 21003 Integrated Supply Chain Management<sup>2</sup></b>	3	
<b>MGMT 21003 Managing People and Organizations<sup>2</sup></b>	3	
<b>ISYS 11203 Business Application Knowledge - Computer Competency<sup>3</sup></b>	3	
<b>BLAW 20003 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)<sup>2</sup></b>		3
<b>SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)<sup>3</sup></b>		3
<b>ACCT 20103 Accounting Principles<sup>3</sup></b>		3
<b>BUSI 10303 Data Analysis and Interpretation<sup>3</sup></b>		3
Satisfies General Education Outcome 3.3:		
ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203) or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)		3
Year Total:	16	15

Second Year	Units	
	Fall	Spring
ACCT 20203 Accounting Principles II <sup>3</sup> or SEVI 20503 Business Foundations	3	
<b>MKTG 34303 Introduction to Marketing<sup>2</sup></b>	3	
Satisfies General Education Outcome 3.3:		
ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) <sup>3</sup> or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203)	3	

ENGL 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	3	
Fine Art/Humanities State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) <sup>5, 6</sup>	3	
Social Sciences - State Minimum Core (Satisfies General Education Outcomes 3.3 and 4.1 , as well as the Social Issues, Multicultural Environment and Demographic Diversity Requirement) <sup>4</sup>	3	
<b>MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203)<sup>3</sup></b>	<b>3</b>	
3 hours general education elective	3	
ISYS 21003 Business Information Systems <sup>2</sup> or FINN 20403 Principles of Finance	3	
Science State Minimum Core (Satisfies General Education Outcome 3.4)	4	
<b>ALL pre-business requirements should be met by end of term</b>		
Year Total:	15	16

Third Year	Units	
	Fall	Spring
ISYS 21003 Business Information Systems (whichever was not taken earlier) <sup>2</sup> or FINN 20403 Principles of Finance	3	
Science - State Minimum Core (Satisfies General Education Outcome 3.4)	4	
Junior Senior Business Electives	6	
<b>MKTG 36303 Marketing Research</b>	<b>3</b>	
MKTG Elective	3	
SEVI 30103 Strategic Management (Satisfies General Education Outcome 6.1)	3	
Junior Senior Business Electives	3	
U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)	3	
Year Total:	13	15

Fourth Year	Units	
	Fall	Spring
<b>MKTG 35503 Consumer Behavior</b>	<b>3</b>	
MKTG Electives	6	
General Education Electives	6	
<b>MKTG 48503 Marketing Management</b>	<b>3</b>	
MKTG Elective	3	
Junior Senior Business Elective	6	
Fine Art/Humanities - State Minimum Core (Satisfies General Education Outcome 3.1 or 3.2) <sup>5, 6</sup>	3	
Year Total:	15	15

**Total Units in Sequence: 120**

<sup>1</sup> Students have demonstrated successful completion of the learning indicators identified for learning outcome 2.1, by meeting the prerequisites for MATH 20503.

<sup>2</sup> Must be completed prior to SEVI 30103.

<sup>3</sup> Must be completed prior to taking any 3000 or 4000 level business course.

<sup>4</sup> The Social Sciences Elective courses which satisfy the General Education Outcomes 3.3 and 4.1, as well as the Social Issues, Multicultural Environment, and Demographic Diversity Requirement include:  
ANTH 10203, HIST 11193, HIST 11293, SOCI 10103, SOCI 101H3, or SOCI 20103.

<sup>5</sup> The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include:  
ARCH 10003, ARHS 10003, COMM 10003, DANC 10003, LARC 10003, MUSC 10003, MUSC 100H3, MUSC 10103, MUSC 101H3, MUSC 13303, THTR 10003, THTR 10103, or THTR 101H3.

<sup>6</sup> The Humanities Elective courses that satisfy General Education Outcome 3.2 include:  
AAST 20203, ANTH 10303, ARCH 10103, CLST 10003, CLST 100H3, CLST 10103, or Intermediate-level world language.

### Marketing Minor for Business Students

The Department of Marketing offers a minor for Walton College students desiring more knowledge of marketing to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence. The 15 hours include the following courses:

MKTG 34303	Introduction to Marketing	3
MKTG 35503	Consumer Behavior	3
Select three of the following:		9
MKTG 36303	Marketing Research	
MKTG 36503	Category Management Topics	
MKTG 41003	Marketing Topics (may count for a maximum of 3 hours credit)	
MKTG 42303	Integrated Marketing Communications	
MKTG 43403	Selling and Sales Management	
MKTG 43503	Advanced Professional Selling	
MKTG 44303	Retail Strategy	
MKTG 44403	Retail Buying and Merchandise	
MKTG 44503	New Product Development	
MKTG 45103	Nonprofit Marketing	
MKTG 46303	Global Marketing	
<b>Total Hours</b>		<b>15</b>

Students who desire to earn a Marketing minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course pre-requisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

### Retail Minor for Business Students

The Department of Marketing offers a retail minor for Walton College students desiring more knowledge of retail, to assist them in their careers. The minor requires the completion of 15 hours of study with all of the courses applied toward the minor taken in residence.

The 15 hours include the following courses:

MKTG 34303	Introduction to Marketing	3
MKTG 35503	Consumer Behavior	3
MKTG 44303	Retail Strategy	3
MKTG 44403	Retail Buying and Merchandise	3
Select one of the following:		3
ECON course at 3000 or 4000 level		
FINN 30103	Financial Analysis	
ISYS 42103	ERP Fundamentals	
MGMT course at 3000 or 4000 level		
MKTG 36503	Category Management Topics	
MKTG 42303	Integrated Marketing Communications	
MKTG 44503	New Product Development	
SCMT 36103	SOURCE: Procurement and Supply Management	
<b>Total Hours</b>		<b>15</b>

Students who desire to earn a retail minor must notify the Walton College Undergraduate Programs Office of intent to pursue a minor. All requirements for the minor must be completed prior to the awarding of the student's undergraduate degree. All specific course prerequisites must be met. Each student must have a 2.00 cumulative grade-point average in the courses offered for the minor. All upper level minor requirements must be taken in residence.

## Faculty

**Bhave, Ashutosh**, Ph.D., M.S. (University of Texas Dallas–Naveen Jindal School of Management), B.Eng. (University of Pune-India), Assistant Professor, 2022.

**Burton, Scot**, Ph.D. (University of Houston), M.B.A., B.S.B.A. (University of Texas), Distinguished Professor, Tyson Chair in Food and Consumer Products Retailing, 1993, 2012.

**Chen, Jialie**, Ph.D. (Cornell University), B.A. (Shanghai University of Finance and Economics), Assistant Professor, 2018.

**Cox, Nicole R.**, M.B.A. (University of Arkansas), B.S. (College of the Ozarks), Instructor, 2003.

**Folse, Judith Anne Garretson**, Ph.D. (University of Arkansas), M.B.A., B.B.A. (Pittsburg State University), Professor, R.A. and Vivian Young Endowed Chair, 2022.

**Gauri, Dinesh K.**, Ph.D., M.A. (State University of New York-Buffalo), M.S. (Indian Institute of Technology, New Delhi), Professor, Walmart Chair in Marketing, 2016.

**Harris, Flint**, Ed.D., M.Ed., B.S.E (University of Arkansas), Instructor, 2023.

**Javad, M.**, Ph.D. (University of Kansas), M.B.A. (University of Tehran, Iran), B.Sc. (Sharif University of Technology, Iran), Assistant Professor, 2022.

**Jensen, Molly R.**, Ph.D., M.A. (University of Arkansas), B.S. (Southwest Missouri State University), Clinical Associate Professor, 2003.

**Jensen, Sarah D.**, Ed.D. (University of Arkansas), M.B.A., B.A. (Webster University), Instructor, 2009.

**Jensen, Thomas D.**, Ph.D., M.A., B.A. (University of Arkansas), Professor, Wal-Mart Lecturer in Retailing, 1982, 2009.

**Kopp, Steven W.**, Ph.D. (Michigan State University), M.B.A. (University of Southern Mississippi), B.S. (University of Missouri-Rolla), Associate Professor, 1992, 2000.

**Miles, Rebecca S.**, Ph.D. (Oklahoma Christian University), M.Ed. (Central State University), B.S. (Oklahoma Christian College), Clinical Assistant Professor, 2007, 2015.

**Murray, Jeff B.**, Ph.D. (Virginia Polytechnic Institute and State University), M.A., B.A. (University of Northern Colorado), Professor, R.A. and Vivian Young Chair in Marketing, 1989, 2004.

**Rapert, Molly**, Ph.D. (University of Memphis), M.B.A., B.S.B.A. (University of Arkansas), Associate Professor, 1991, 1998.

**Sharma, Ashish**, Ph.D. (University of Georgia), M.Fin. (University of Glasgow), M.B.A., B.S.B.A. (Indraprastha University), Assistant Professor, 2020.

**Smith, Leah**, Ph.D. (University of Tennessee), M.B.A. (Wake Forest University), B.A. (Indiana University), Assistant Professor, 2020.

**Soysal, Gonca**, Ph.D. (Northwestern University), M.S. (Northwestern University), M.E. (University of Florida), B.S. (Middle East Technical University), Assistant Professor, 2017.

**Stassen, Robert E.**, Ph.D., M.B.A. (University of Nebraska-Lincoln), B.S. (University of Minnesota), Associate Professor, 1989.

**Velliquette, Anne M.**, Ph.D. (University of Arkansas), M.A.B., B.S. (Southwest Missouri State University), Clinical Assistant Professor, 2014.

**Villanova, Daniel**, Ph.D. (Virginia Tech University), B.S.B.A. (Appalachian State University), Assistant Professor, 2018.

## Courses

### MKTG 30103. Retail Internship. 3 Hours.

This experience is designed to give students an internship opportunity to combine their formal academic preparation with an exposure to the retail, consumer products and related industries. Prerequisite: MKTG 34303 with a grade of C or better, completion of the pre-business core, junior standing, and department consent. (Typically offered: Fall, Spring and Summer)

### MKTG 34303. Introduction to Marketing. 3 Hours.

Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets. Prerequisite: Walton College Majors: BUSI 10303, ACCT 20103 and (ECON 21003 or ECON 22003) each with a grade of C or better; Non-Business Majors: (INEG 23104 or STAT 30133 or MATH 21003), and (ECON 21403 or ECON 21003 or ECON 22003) each with a grade of C or better. (Typically offered: Fall, Spring and Summer)

### MKTG 343H3. Honors Introduction to Marketing. 3 Hours.

Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets. Prerequisite: Honors standing and ((for business majors: BUSI 10303, ACCT 20103 and (ECON 21003 or ECON 22003), all with a grade of C or better); (for non-business majors: (BUSI 10303 or MATH 21003) and ((ECON 21003 and ECON 22003) or ECON 21403)). (Typically offered: Fall, Spring and Summer)

### MKTG 35503. Consumer Behavior. 3 Hours.

Analyzes consumer motivation, buying behavior, market adjustment, product innovation and adaptation; consumer market measurement, including survey of economic, behavioral science theories of consumer market behavior, producer and intermediary reactions. Consumer decision making is evaluated as to psychological drives, sociological concepts used by producers, channel intermediaries, consumers; considers methods, techniques for measuring consumer behavior, and analyzing consumer markets. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

### MKTG 36303. Marketing Research. 3 Hours.

Research designs, techniques, and analyses of primary and secondary data for the purposes of (1) developing market forecasts and segmentation analyses; (2) strategy implementation determining product development, pricing, distribution, and promotion decisions; and (3) monitoring customer attitudes, motivations and satisfaction. Prerequisite: MKTG 34303. (Typically offered: Fall, Spring and Summer)

**MKTG 36503. Category Management Topics. 3 Hours.**

This course exposes new majors in Marketing and Supply Chain Management to the current thinking of management and supply chain professionals in consumer packaged goods (CPG) and the tools to determine consumer demand in the CPG industry. Pre- or Corequisite: MKTG 34303. Prerequisite: SCMT 21003. (Typically offered: Irregular)

**MKTG 38303. Digital Marketing. 3 Hours.**

An exploratory introduction to the tools and tactics used by today's marketers to effectively promote products, brands, and companies in the digital age, with focus on digital content, website design, graphic and video design, digital advertising, social media, search-engine optimization, email marketing, and marketing analytics. Prerequisite: MKTG 34303. (Typically offered: Irregular)

**MKTG 400H3. Honors Marketing and Transportation Colloquium. 3 Hours.**

Explores events, concepts and/or new developments in the field of Marketing and/or Transportation. Prerequisite: Junior standing, honors standing, and MKTG 34303. (Typically offered: Irregular)

**MKTG 41003. Marketing Topics. 3 Hours.**

Special topics in marketing not available in other courses. Topics are selected by the Marketing faculty for each semester each course is offered. Prerequisite: MKTG 34303. (Typically offered: Irregular) May be repeated for up to 6 hours of degree credit.

**MKTG 42303. Integrated Marketing Communications. 3 Hours.**

The theory, knowledge, and application relevant to the coordination of marketing communications including advertising, personal selling, sales promotion, public relations, and publicity. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 43403. Selling and Sales Management. 3 Hours.**

Examines how organizations and individuals communicate value and obtain desired results through the process of personal selling and customer relationship management, along with the role of sales management in the development of people and resource utilization within the firm. Pre- or Corequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 43503. Advanced Professional Selling. 3 Hours.**

Applies best practices of the selling process with hands-on and practical approaches to developing long-term business-to-business and business to customer relationships, communicating value and earning desired long-term results. The usage of role-play, involvement in sales competitions, sales data analytics and utilizing practitioner mentorships are key elements of this class with the goal of having the student be prepared to enter the sales field upon class completion. Prerequisite: MKTG 43403. (Typically offered: Irregular)

**MKTG 44303. Retail Strategy. 3 Hours.**

Concentrates on planning to meet the objectives and satisfy the retail marketing concept. Attention is devoted to retail format, competition among retail institutions, determination of store location, merchandise lines, atmospherics, and levels of customer service provided with the sale of consumer products. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 44403. Retail Buying and Merchandise. 3 Hours.**

Examination of supplier and buyer responsibilities and decisions associated with product assortment depth, budgets, promotions, inventory investment and control, and gross margin management for consumer goods including apparel, food, and durables. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 44503. New Product Development. 3 Hours.**

The course is structured along the three main dimensions of new product development: designing, manufacturing, and marketing of new products. An analytical approach is taken consistent with current thinking and practice of the industry. Students learn the best approaches from a marketing manager's perspective to effectively manage the NPD process. Prerequisite: MKTG 34303. (Typically offered: Fall)

**MKTG 4500V. Independent Study. 1-3 Hour.**

The Marketing Independent Study course permits students on an individual basis to explore select topics in Marketing and Retail. Independent study projects will explore topics relevant for marketing and retail that typically are not covered in the existing curriculum. Prerequisite: Junior standing. (Typically offered: Irregular)

**MKTG 45103. Nonprofit Marketing. 3 Hours.**

This course is designed to give students a deeper understanding of marketing in the nonprofit sector, how it functions and how nonprofit marketing differs from traditional for profit marketing through leadership opportunities. Students will work with local nonprofits on various marketing projects throughout the semester. The class will use a service learning model of instruction where students take a leadership role in project development and execution. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 46303. Global Marketing. 3 Hours.**

Examines differences in global environment; how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for global environments. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 47303. Social Media and Marketing. 3 Hours.**

Social media and marketing will explore different strategies to develop and execute a successful social media plan for various businesses. The class will also teach students how to create engaging content, manage social media accounts, track social media metrics, and leverage social media advertising to reach their target audience. Students will also learn about the different social media platforms and how to choose the right ones for various businesses. By the end of the course, students will have a comprehensive understanding of social media marketing and the tools and techniques to build and manage a strong social media presence for businesses. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)

**MKTG 48503. Marketing Management. 3 Hours.**

Strategic planning and management of the marketing function within the firm from a managerial viewpoint. Focus on the development and management of marketing strategies and tactics related to product, pricing, promotion, and distribution decisions. Prerequisite: MKTG 36303 and MKTG 35503. (Typically offered: Fall and Spring)

**MKTG 49303. Search Marketing. 3 Hours.**

A thorough examination of prevalent strategies, tactics, and tools used by today's marketers to generate qualified search traffic for their websites, content, e-commerce pages, and other digital properties. With a focus on the most powerful search and e-commerce platforms today, including Google, YouTube, Amazon, and Walmart.com, this course will demonstrate how effective content creation, search engine optimization (SEO), and search engine marketing (i.e., paid search) can help marketers accrue traffic, capture leads, drive sales, and grow a business. Prerequisite: MKTG 34303. (Typically offered: Fall and Spring)