

# Marketing (MKTG)

## 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)  
This course is equivalent to MKTG 34303.

### **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 43603. Selling and Sales Application and Leadership. 3 Hours.**

The Sales Application and Leadership class is an advanced sales and sales leadership course where students will be guided through deeper application of sales skills and processes of professional sales. It is designed to hone and further explore and practice the art and science of selling learned in previous sales courses. The content will provide deep practical experience and tools to be successful in a prestigious sales role. Students will develop advanced skills in prospecting, targeting, qualification, value identification, emotional intelligence and other advanced sales techniques and skills. Prerequisite: MKTG 43503. (Typically offered: Fall and Spring)

### **MKTG 43703. Selling and Sales Analytics. 3 Hours.**

Sales and marketing professionals along with category and brand managers need relevant information derived from data and metrics that are appropriately gathered and analyzed. Students will be shown and learn how to answer business questions and inform business strategy from properly secured and evaluated data. Students will learn the art and science of data analysis for strategic selling, by envisioning the information needed, deriving the insights required and creating a message for clients, with the end goal of telling a story from the data. Whether a firm is consumer, business or service-oriented, acquiring and using information regarding its customers, competitors and markets is critical for sales planning and decision-making. The content will follow the process of using curiosity to develop a business question, determining the data types and metrics needed, surveying, extracting, parsing, analyzing, visualizing, narrating a story and presenting that narrative. Prerequisite: MKTG 43403. (Typically offered: Fall and Spring)

### **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)

**MKTG 51003. Introduction to Marketing. 3 Hours.**

Introduction to marketing concepts and practices as applied to the retail consumer environment. Focuses on the strategic development, positioning, and management of products, promotion, distribution, pricing, and store environments in building customer relationships from retailer and supplier perspectives. (Core) (Typically offered: Fall and Spring) May be repeated for degree credit.

**MKTG 52203. Marketing. 3 Hours.**

Product management, market research, marketing communications, retailing and distribution, consumer behavior, and social and ethical implications of marketing. (Typically offered: Fall)

**MKTG 53303. Retailing Strategy and Processes. 3 Hours.**

Strategic planning and operation of retailing organizations. Investigation of the various types of retailing with emphasis on both the strategic and functional aspects in retail processes. (Typically offered: Spring)

**MKTG 53403. Digital Marketing. 3 Hours.**

As an increasing number of companies embracing the digital world (e.g., online advertising and e-commerce), there is a growing need for marketers to understand the implications and interruptions brought by this change. (Typically offered: Irregular)

**MKTG 53503. Category Management and Assortment. 3 Hours.**

Category Management is a collaborative continuous process between manufacturers and retailers to manage a Shopper need state which we refer to as a 'category'. The purpose of this process is to optimize shopper satisfaction and fulfill the role chosen by the retailer (store and online) for that category within the overall portfolio of categories in the retail format. The end state of the category management process is that combination of assortment, price, shelf presentation and promotion which optimizes the category role over time. (Typically offered: Irregular)

**MKTG 54103. Special Topics in Marketing. 3 Hours.**

Seminar in special topics in marketing. Topics vary depending on the instructor. Prerequisite: Graduate Standing. (Typically offered: Irregular) May be repeated for up to 6 hours of degree credit.

**MKTG 54303. Consumer and Market Research. 3 Hours.**

Modern marketing research methods and analyses applied to consumers, shoppers, and buyers of goods and services sold in competitive retail environments. Attention is given to both quantitative and qualitative methods, analyses, interpretation, and decision making. Prerequisite: MKTG 51003. (Typically offered: Fall)

**MKTG 55103. Sales Analytics. 3 Hours.**

Recent years have witnessed increasing competitive pressures along with an explosion in the quantity and quality of data available. Big Data is rapidly changing how we view and analyze problems to make decisions in the marketplace. Whether a firm is consumer, business or service-oriented, acquiring and using information on its customers, competitors, and markets is critical for sales planning and decision-making. This course will emphasize how to analyze data to support and guide sales decisions. (Typically offered: Irregular)

**MKTG 55203. Marketing Analytics. 3 Hours.**

This course is intended to teach students how to use data analytics to improve marketing decision making at every stage of the Strategic Marketing Process. The focus will be on the skills and tools needed to obtain, process, and analyze data to formulate and answer critical marketing questions and make managerial recommendations. This is a hands-on course that employs real-world databases, lectures, cases, and exercises. Prerequisite: MKTG 51003. (Typically offered: Spring)

**MKTG 55503. New Product Development and Strategy. 3 Hours.**

Behavioral and social science concepts applied to retail shoppers, buyers, and consumers of products and services. Attention is given to research on the cognitive, affective, and experiential aspects involved in the acquisition, consumption, and disposal of products and services by individuals and households. Prerequisite: MKTG 51003. (Typically offered: Irregular)

**MKTG 55603. Retail Strategy. 3 Hours.**

The purpose of this course is to investigate the changing landscape of the retail industry. It should be noted that "retail" is an incredibly broad topic covering everything from consumer insights to supply chain to sales management. Retail is currently experiencing somewhat of a revolution as companies experiment with new technology, innovative ways to make shopping more enjoyable, or ways of engaging the customer in a way they are not likely to forget. This course will be based on identification and discussion of new trends that emerge in the retail environment. Prerequisite: MKTG 52203. (Typically offered: Spring)

**MKTG 55703. Advanced Marketing Analytics. 3 Hours.**

This course is intended to advance students' knowledge in data analytics to improve marketing decision making at every stage of the Strategic Marketing Process. This is an advanced course focused on the skills and tools needed to obtain, process, and analyze data to formulate and answer critical marketing questions and make managerial recommendations. We will provide an in-depth coverage on a variety of advanced analytical models and emphasize their applications to real-world marketing problems. (Typically offered: Irregular)

**MKTG 55803. Social Media Marketing. 3 Hours.**

Social media is changing how business is done around the world in almost every industry. Many companies have embraced social media as a strategic component in their promotion/communication mix (e.g., advertising, sales/trade promotion, personal selling, publicity/public relations), and in connecting brands to current, like-minded, and potential consumers. Identifying and engaging influencers via social media continues to grow as a major component in consumer communications, brand engagement, and promotion strategy. This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. Prerequisite: Graduate Standing. (Typically offered: Spring)

**MKTG 6360V. Special Problems in Marketing. 1-6 Hour.**

Individual research problems. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

**MKTG 64103. Special Topics in Marketing. 3 Hours.**

Seminar in special topics in marketing. Topics vary depending upon the instructor. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

**MKTG 64303. Seminar in Research Methods. 3 Hours.**

Extensive review of literature illustrative of marketing research studies. Focuses upon theoretical foundations of research design, methodology, and analysis as well as interpretation of univariate, bivariate, and multivariate data in marketing theory exploration. (Typically offered: Irregular) May be repeated for up to 3 hours of degree credit.

**MKTG 64403. Seminar in Marketing Theory. 3 Hours.**

Comprehensive survey and critical review of the history of marketing thought and contemporary schools of thought in marketing discipline. In-depth research, review, synthesis, and a research proposal will be required in a selected topic from the perspectives of advancing marketing theory. (Typically offered: Irregular)

**MKTG 7000V. Doctoral Dissertation. 1-18 Hour.**

Doctoral Dissertation. Prerequisite: Candidacy. (Typically offered: Fall and Spring) May be repeated for degree credit.