

# MARKETING (MKTG)

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<b>MKTG 230 PRINCIPLES OF MARKETING</b>	<b>3 Credit Hours</b>
Analysis of the flow of goods and services from the producer to the consumer. Includes target marketing and segmentation, analysis of market research and marketing information systems to provide data for decision making regarding the 4 Ps: Production, Promotion, Pricing and Placement/ Distribution. (3 lecture)	
<b>MKTG 293 COOPERATIVE WORK EXPERIENCE</b> (1-6 lecture)	<b>1-6 Credit Hours</b>
<b>MKTG 297 SPECIAL TOPICS</b> (3 lecture)	<b>3 Credit Hours</b>
<b>MKTG 299 INDEPENDENT STUDY</b>	<b>3 Credit Hours</b>
<b>MKTG 331 CONSUMER BEHAVIOR</b>	<b>3 Credit Hours</b>
Introduces the cultural, psychological and behavioral factors that influence consumer motivation and values in the marketing process. Examines consumer decision-making processes and environmental influences on these processes as well as how to use this information to develop, implement and evaluate effective marketing strategies. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 230	
<b>MKTG 341 ADVERTISING</b>	<b>3 Credit Hours</b>
An analysis of the principles and practices businesses adopt as part of their promotional mix options including advertising using traditional media, media selection and implementation, and sales promotions. Students will analyze and practice using social media and online advertising options. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 230 or MKTG 311 or MKTG 330	
<b>MKTG 351 PRINCIPLES OF RETAILING</b>	<b>3 Credit Hours</b>
A study of the structure and function of retailing; the special demands on the business person who elects to work in business at the retailing level. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 230 or MKTG 311 or MKTG 330	
<b>MKTG 360 BUSINESS MARKETING</b>	<b>3 Credit Hours</b>
An examination of the process of marketing to business, institutional and governmental entities, with a focus on business buyers and the development of appropriate marketing strategies for goods and services. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 330 or MKTG 311 or MKTG 230	
<b>MKTG 370 PRINCIPLES OF PURCHASING</b>	<b>3 Credit Hours</b>
An intensive study of the role of purchasing and materials management in a firm's ability to achieve its goal of providing high quality raw materials and supplies while containing costs. Covers terminology and techniques used by purchasing and materials management personnel as well as legal and ethical issues of purchasing. (3 lecture)	
<b>Prerequisite(s):</b> GBUS 101	
<b>MKTG 371 BUSINESS LOGISTICS</b>	<b>3 Credit Hours</b>
A study of the policies, procedures, and problems encountered by the business manager in establishing and maintaining an effective distribution system. Students in this course also discuss the historical development of the transportation system in the United States and the present regulatory environment. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 230 or MKTG 311 or MKTG 330	
<b>MKTG 393 COOPERATIVE WORK EXPERIENCE</b>	<b>1-6 Credit Hours</b>
Prerequisite: Junior status and consent of the Division Chair (1-6 lecture)	
<b>MKTG 397 SPECIAL TOPICS IN MARKETING</b>	<b>2-4 Credit Hours</b>
Advanced study of various aspects of marketing. Topics will be chosen each time course is offered by the instructor and will be geared to students' needs and interest and faculty interest. Credit will vary from two to four hours depending upon the nature of the topic to be studied.	
<b>MKTG 399 INDEPENDENT STUDY IN MARKETING</b>	<b>1-6 Credit Hours</b>
Research in selected areas of marketing under the direction of a faculty member. Prerequisite: Consent of the Academic Dean. (1-6 lecture)	
<b>MKTG 401 MARKETING RESEARCH</b>	<b>3 Credit Hours</b>
An introduction to research methods with emphasis on compilation, analysis, and interpretation of data used in the planning and control of marketing operations. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 230 or MKTG 311 or MKTG 330	
<b>MKTG 403 MARKETING MANAGEMENT</b>	<b>3 Credit Hours</b>
An applied course in Marketing Management wherein students deal with specialized marketing problems including marketing functions and policies. Case studies cover product lines, brands, pricing policies, promotional techniques, and related problem areas in marketing. (3 lecture)	
<b>Prerequisite(s):</b> MKTG 230 or MKTG 311 or MKTG 330	

**MKTG 460 SALES MANAGEMENT**

**3 Credit Hours**

An investigation of the functions and activities of sales managers. Topics include recruiting, organizing, training, compensating, leading, motivating and managing the sales force. (3 lecture)

**Prerequisite(s):** MKTG 230 or MKTG 311 or MKTG 330

**MKTG 472 FEDERAL CONTRACT ADMIN**

**3 Credit Hours**

Intensive study of the federal contract administration process in the area of procurement and purchasing. Explores the total process needed to ensure a fair and comprehensive environment for suppliers to place bids on purchasing packages offered by the Federal Government. Covers the full range of topics on federal contract procedures from initiation of need to contract administration completion, from both the federal government and the commercial view point. (3 lecture)

**Prerequisite(s):** GBUS 202 and (MKTG 370 or GBUS 370)

**MKTG 497 SPECIAL TOPICS IN MARKETING**

**1-6 Credit Hours**

Special Topics in Marketing (1-6 lecture)