

# MARKETING (MKTG)

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## **MKTG 1800 – 1825 Special Topics in Marketing**

6 credit hours

Course content varies from year to year.

## **MKTG 1826 – 1849 Special Topics in Marketing**

3 credit hours

Course content varies from year to year.

## **MKTG 2270 Introduction to Marketing**

3 credit hours

**Prerequisite:** MGMT 1281 and ECON 1201

Students are introduced to the basic marketing tools - STP (segmentation, targeting, positioning) and the four P's (product, price, place, promotion). Marketing research, consumer behaviour, marketing in a global setting, ethical implications of marketing decisions, and the relationship between marketing and society are also examined and applied in course work.

## **MKTG 2800 – 2825 Special Topics in Marketing**

6 credit hours

Course content varies from year to year.

## **MKTG 2826 – 2849 Special Topics in Marketing**

3 credit hours

Course content varies from year to year.

## **MKTG 3375 International Marketing**

3 credit hours

**Prerequisite:** MKTG 2270

Students examine the application of marketing principles across national borders and the challenges emerging from diverse cultural, socioeconomic, and political/legal environments. Topics covered include opportunity selection, globalization/localization, global marketing strategies, foreign market entry modes, and the international marketing mix. Students explore the relationships among local, international, and global perspectives.

## **MKTG 3376 Consumer Behaviour**

3 credit hours

**Prerequisite:** MKTG 2270

Students explore the psychological, social, and cultural factors influencing consumer behaviour, and the implications of consumer behaviour to marketing strategies. Topics include consumer needs, perceptions, attitudes, lifestyles, learning, decision making, reference groups, and cultures.

## **MKTG 3377 Retail Management (formerly MKTG 4478)**

3 credit hours

**Prerequisite:** MKTG 2270, COMM 2293, and ACCT 2242

Students are introduced to marketing issues in retail enterprises. Topics covered include retail marketing strategy in an omnichannel environment, consumer buying behaviour, assortment, pricing, promotions, supply chain, and delivery of customer experience. Students have opportunities to apply concepts through problem-based learning, simulations, and applied projects.

## **MKTG 3378 Marketing Research**

3 credit hours

**Prerequisite:** MGSC 2207 and MKTG 2270

Students are introduced to the role and process of marketing research. They explore the strengths and limitations of different research methods used for gathering insights into markets, including surveys, experiments, interviews, focus groups, and others. Students get hands-on experience in study design, data collection, analysis, and interpretation.

**Note:** Students may substitute one of BIOL 3308, EGNE 2309, GEOG 3326, MATH 1216, PSYC 2350, PSYC 2020 or CRIM 3102 in lieu of MGSC 2207.

## **MKTG 3379 Marketing Management**

3 credit hours

**Prerequisite:** MKTG 2270, ACCT 2242, and COMM 2293

Students develop the necessary analytic and communication skills to succeed as marketing managers. The focus is on practical applications. Course activities may include discussions, case analyses, secondary research, and field research projects. The course focuses on skill development and on the integration of all decision areas in marketing.

## **MKTG 3800 – 3825 Special Topics in Marketing**

6 credit hours

Course content varies from year to year.

## **MKTG 3826 – 3849 Special Topics in Marketing**

3 credit hours

Course content varies from year to year.

## **MKTG 4462 Services Marketing**

3 credit hours

**Prerequisite:** MKTG 3379

Students examine services marketing in private, public, and not-for-profit organizations. Topics include the nature, antecedents, and consequences of service quality, and the dynamics of business to consumer relationships in service industries.

## **MKTG 4471 Marketing Communications**

3 credit hours

**Prerequisite:** MKTG 3379

Students examine various theories and elements of marketing communications, including but not limited to advertising, sales promotion, public relations, and social media, as well as their integration both off-and online. Students create, plan, and evaluate marketing communications strategies.

## **MKTG 4473 Management of Marketing Channels**

3 credit hours

**Prerequisite:** MKTG 3379

Students examine the design and management of marketing channels. Topics covered include structure of marketing channels, responsibilities of each member, factors affecting channel effectiveness, impact of technology on channel management practices, and development and management of effective channel relationships.

## **MKTG 4474 Personal Selling**

3 credit hours

**Prerequisite:** MKTG 3379

Students explore the theory-based foundation of personal selling and its role in marketing strategy. They work to develop sales skills in the context of both business-to-consumer and business-to-business settings.

**MKTG 4479 Marketing Strategy**

3 credit hours

**Prerequisite:** MKTG 3379

Students integrate the material learned in the prerequisite, upper-division marketing courses to analyze competitive markets. Students develop, implement, and evaluate marketing strategies with emphasis on financial performance and sustainable growth. Teaching methods might include field projects, and/or online simulations.

**MKTG 4480 Sports Marketing**

3 credit hours

**Prerequisite:** MKTG 3379

Students will learn about current issues in the marketing and management of sports leagues, franchises, and organizations. Key topics will include revenue models, sponsorship, branding, and consumer behaviour in the context of sports businesses. Global sporting events, ethics in sports, and the impact of sport on society may also be discussed.

**MKTG 4482 Retail and Marketing Analytics**

3 credit hours

**Prerequisite:** MKTG 3378, COMM 2293

Students will explore applications of supervised and unsupervised machine learning methods in retail marketing. The focus is on developing retail managerial insights through analytics, without use of programming. Topics include market segmentation, marketing mix modeling, pricing, merchandise planning, customer churn modeling, and demand forecasting. Students work with many real-life datasets.

**MKTG 4826 – 4849 Special Topics/Seminars in Marketing**

3 credit hours

**Prerequisite:** MKTG 3379 and COMM 2293

Students have the opportunity for in-depth study of selected topics in marketing. Topics selected for discussion are at the discretion of the instructor, with approval of the Department. Issues to be discussed may include such topics as marketing productivity, marketing auditing, marketing models, social issues in marketing. Topics will vary from year to year. The course may be repeated for credit hours when topics vary.

**MKTG 4876 – 4899 Directed Study**

3 credit hours

**Prerequisite:** COMM 2293 and permission of Chairperson and instructor  
Intended to supplement or provide an alternative to the regular marketing courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the students some measure of independence and initiative.