Undergraduate Marketing Courses

MKTG 2314. Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Examination of the principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

MKTG 3312. Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Examination of the principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

MKTG 3315. Personal Selling. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of the role and function of personal selling as a part of the marketing mix. Techniques in identifying and locating prospective customers, approaching the prospect, presentation, and demonstrations of products and services, closing the sale, and servicing customer accounts are covered in theory and practice. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 3316. Consumer Behavior. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Acquaints students with individual and group behavior of people performing in consumer role. Considers such topics as buying motives, social class, and research techniques in consumer behavior. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 3317. Retailing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Fundamental operations of retailing, studying of buying practices, pricing, store locations and layout, sales promotions, personnel management, and stock control. Designed to aid the student seeking a general knowledge of the retail field as well as those specializing in Marketing. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 3318. Promotional Strategy. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
The study of a controlled, integrated program of promotional variables. Designed to present a company and its products to prospective customers; to promote need-satisfying attributes of products toward the end of facilitating sales and long-run performance. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 4084. Internship. 1-6 Credit Hours (Lecture: 0 Hours, Lab: 1-20 Hours).
Preapproved and supervised work experience in a marketing related position with a public or private business organization. May be repeated for a total of 6 hours credit. Prerequisite: Either MKTG 2314 or MKTG 3312, and approval of Department Head.

MKTG 4086. Problems. 1-3 Credit Hours (Lecture: 0 Hours, Lab: 1-3 Hours).
A directed study of selected problems in marketing. May be repeated with approval of the department head. Prerequisites: Approval of instructor and Department Head.

MKTG 4090. Special Topics in Marketing. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0 Hours).
An examination of current topics in marketing. Readings required from current marketing publications and other related periodicals. May be repeated for credit when topics vary. Prerequisite: 9 hours of MKTG.

MKTG 4302. Services Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Introduce the student to the service environment. An in-depth analysis of the most successful service-oriented industries and firms within the world's fastest-growing economic sector will be presented. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 4312. Sales Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Administration of an effective sales force, including strategy, planning, recruiting, training, motivating, coordinating, leading, and directing sales forces at all levels of marketing enterprises. Prerequisites: Either MKTG 2314 or MKTG 3312, and MKTG 3315.

MKTG 4314. Supply Chain and Logistics Concepts. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Explore key business concepts, issues and decisions required for the organization and management of supply chains within the global marketplace. Supply Chain Management involves planning and coordinating the value-added activities and flow of materials, finished goods and information. Supply chain organizations participate in the product fulfillment process so that products are distributed to customers in the right quantity, time, and at the lowest cost subject to customer expectation and other service requirements. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 4315. Marketing Research. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Familiarizes students with the accurate, objective, and systematic gathering, recording, and analyzing of data about problems relating to marketing goods and services. Prerequisites: Either MKTG 2314 or MKTG 3312, and either BUSI 2305 or BUSI 3311.

MKTG 4316. Marketing Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
The application of strategic planning and management of all functional aspects of the marketing operation of an enterprise using comprehensive analytical methods and an integrated marketing mix. Prerequisites: Either MKTG 2314 or MKTG 3312, and 6 hours of upper level MKTG.

MKTG 4354. International Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A global approach to the study of comparative marketing systems, including economic, social, technological, governmental, and political environments as they affect international marketing operations. Prerequisite: MKTG 2314 or MKTG 3312.

MKTG 4385. Seminar in Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of selected topics dealing with problems or unique needs of Marketing. May be repeated for credit as topics vary. Prerequisite: Approval from instructor & department head.

MKTG 4389. Global Marketing Practices. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of basic international business concepts, cultural literacy, and discipline specific content are then applied to practical experiences and activities in the foreign country visited. A study abroad at the student's expense is required. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Field assignment fee of $50. Prerequisites: Either MKTG 2314 or MKTG 3312, or approval of instructor and department head.