

MARKETING (MKTG)

MKTG 139 - Foundations of Academic Discovery

Foundations of Academic Discovery serves as the entry point to the Rock Integrated Studies Program. With its strong faculty-student interaction, the course promotes intellectual inquiry, critical and creative thinking, and computer skills needed for academic success. Through varied content, the course introduces students to academic discourse and information literacy while exploring topics such as diversity and inclusion and global awareness. This course will set students along the path to becoming engaged with issues and scholarship important to a 21st century education while they learn about themselves and their place in the world.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Freshman 1 or Freshman 2.

Enrollment limited to students with the ROCK STUDIES 2 STUDENT or ROCK STUDIES STUDENT attributes.

MKTG 190 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

MKTG 195 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

MKTG 198 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

MKTG 230 - Principles of Marketing

An analytical overview of market decision-making including product, pricing, place, and promotional strategies considering the heterogeneity and diversity of customers and markets with respect to their demographic, geographic, psychographic, cultural, and behavioral characteristics.

Credits: 3

Term(s) Typically Offered: Offered Every Term

Thematic Thread(s): Conservation, Technology & Imagination, Institutions & Human Innovations, Transfer Thread Completion Course, United States in Global Context

Students with a semester level of Freshman 1 may **not** enroll.

MKTG 290 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

MKTG 295 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

MKTG 298 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

MKTG 303 - Issues in Global Business

This course will focus on fundamental issues in the modern globalization of business. The topics covered will include the cultural environments in which business work, politics and law in global business, economic integration, global trade and investment, global finance, global operations and managing global businesses. A special emphasis will be placed on the challenges and opportunities presented to global businesses by the social, political and economic diversity encountered in the global marketplace.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Thematic Thread(s): Citizenship & Social Problems, Cultural Literacy & Community Building, Conservation, Technology & Imagination, Institutions & Human Innovations, Transfer Thread Completion Course, United States in Global Context

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 331 - Distribution Management

Principles, methods and problems relating to wholesaling, retailing and physical distribution management.

Prerequisites: MRKT 230^D or MKTG 230^D or MRKT 330^D or MKTG 330^D
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 332 - Business Marketing

A management perspective of the internal and external environments affecting the demand for industrial goods; marketing intelligence and control; and marketing strategy for product, service, channel, price, and promotional components.

Prerequisites: MRKT 330^D or MKTG 330^D or MRKT 230^D or MKTG 230^D
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 333 - Consumer Behavior

The buying process with emphasis on economic, social, cultural and psychological determinants of consumer choice.

Prerequisites: MRKT 330^D or MKTG 330^D or MRKT 230^D or MKTG 230^D
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall, Spring, & Summer

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 334 - Advertising Management

Management of advertising, including background, roles, planning, media strategy, message, testing, research, evaluation, and administration of advertising.

Prerequisites: (MRKT 330^D or MKTG 330^D) or (MRKT 230^D or MKTG 230^D)

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 335 - Retail Management

Store location and layout, retail personnel management, merchandising policies and control, and marketing strategy.

Prerequisites: (MRKT 330^D or MKTG 330^D) or (MRKT 230^D or MKTG 230^D)

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 336 - Professional Selling

Provides foundations of sales processes and management to prepare students for careers in selling or sales management.

Prerequisites: MRKT 330^D or MKTG 330^D or MRKT 230^D or MKTG 230^D
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 338 - E-Commerce

The role, structure, organization, and use of the Internet as a channel of distribution to conduct electronic commerce.

Prerequisites: MKTG 230^D or MRKT 230^D or MKTG 330^D or MRKT 330^D
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 390 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 395 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 398 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 425 - Marketing Analytics

Marketing analytics is the process of analyzing and utilizing data from the four P's of marketing promotion, placement, product, and pricing for marketing decision making and to assess and improve marketing performance. Types of marketing analytics included in this program are descriptive, predictive, prescriptive, and cognitive.

Prerequisites: (MRKT 430^D or MKTG 430^D) and ECON 319^D
^D Requires minimum grade of D.

Credits: 3

Enrollment limited to students with a semester level of Junior 1, Junior 2, Senior 1 or Senior 2.

MKTG 430 - Marketing Research

Research methodology as a managerial tool used in problem solving and decision making in marketing.

Prerequisites: (MGMT 219^D or BUSA 219^D or ECON 219^D) and (MRKT 330^D or MKTG 330^D or MRKT 230^D or MKTG 230^D)
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 431 - Marketing Seminar

Advanced topics in marketing with emphasis on the analysis and solution of marketing problems.

Prerequisites: MGMT 320^D and (MRKT 332^D or MKTG 332^D) and (MRKT 333^D or MKTG 333^D)
^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 437 - International Marketing

The marketing issues of firms engaged in international business with emphasis on strategies for successful foreign market penetration.

Prerequisites: MRKT 330^D or MKTG 330^D or MRKT 230^D or MKTG 230^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall, Spring, & Summer

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 450 - Internship

Supervised placement, work, and research in selected public and private organizations.

Credits: 1-12

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 490 - Independent Study

In-depth reading and/or research with the guidance of a faculty member in an area selected by the student. Independent Study courses give students the opportunity to pursue research and/or studies that are not part of the university's traditional course offerings. Students work one on one or in small groups with faculty guidance and are typically required to submit a final paper or project as determined by the supervising professor.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 495 - Workshop

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Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

MKTG 498 - Selected Topics

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Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.