

# Marketing (MKTG)

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## Courses

### **MKTG 5505 Personal Selling and Sales Force Management: 3 semester hours.**

Attention given to product features, buying motives, selling points, principles and practices of selling, psychology of salesmanship, sales problems, personal requirements, opportunities. Determination of the amount and allocation of personal sales effort to be applied to the market and methods of organizing, evaluating, and controlling this effort. PREREQ: MKTG 2225 or MBA 6613.

### **MKTG 5510 Entrepreneurship Opportunity Feasibility and Planning: 3 semester hours.**

Conduct a detailed feasibility analysis of a business idea and complete a business plan using sound business principles. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### **MKTG 5512 Entrepreneurial Solutions: 3 semester hours.**

Advanced students create entrepreneurial market offering ideas and put such ideas through a commercialization process to test their viability. Entrepreneurial Market offering ideas address complex business problems under the supervision of a senior consultant. Class discussions supplement field work. PREREQ: MKTG 2225: Basic Marketing Management OR MBA 6613: Marketing OR Permission of Instructor

### **MKTG 5521 Services Marketing: 3 semester hours.**

Examines the development, promotion, and management of services. Topics covered include strategic planning, delivery channels and promotional challenges inherent to services.

### **MKTG 5526 Marketing Research: 3 semester hours.**

Evaluation and study of providing relevant marketing information to management. Emphasizes problem formulation, consideration of data sources, means of acquiring information, sampling, interpretation of results.

### **MKTG 5527 Consumer Behavior: 3 semester hours.**

In-depth analysis of the internal and external influences of consumer behavior and decision-making, including learning, perception, cultural values, group influences, and a range of psychological and sociological concepts. This advanced study of consumer behavior will include analysis of a consumer dataset, as well as case studies highlighting concepts under investigation, and a consumer behavior audit. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: MKTG 2225 or MBA 6613.

### **MKTG 5528 Integrated Brand Promotion: 3 semester hours.**

Planning and execution of advertising, sales promotion, and public relations programs developed into an integrated brand promotion program. Includes development of Integrated Brand Promotion plan. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: MKTG 2225 or MBA 6613.

### **MKTG 5532 New Product Management: 3 semester hours.**

Analysis of new product ideas: screening, business analysis, prototype development, market testing, and commercialization of goods and services. Includes diffusion of innovation issues in consumer and industrial markets.

### **MKTG 5554 The Future of Markets: 3 semester hours.**

The Future of Markets examines changes in the marketplace and issues confronting a marketing professional in the twenty-first century. Integrates insights from digital marketing, global marketing, and consumer behavior. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus.

### **MKTG 5565 Global Marketing: 3 semester hours.**

Global market structures are analyzed. Covers issues relate to the structure and effects of global markets. Offers insight for global marketing managers and engaged citizens on economic, cultural, and political aspects of global market dynamics. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: MKTD 2225. D.

### **MKTG 5570 Advanced Sales: 3 semester hours.**

This course teaches students advanced sales strategies and tactics from world-class sales professionals with an emphasis on business-to-business (B2B) selling. Practical skills include the art of persuasion, communication with impact, interpersonal relationships and self-awareness through the science of emotional intelligence. Students study a variety of selling methodologies and practice real-world application through role play and scenario-based exercises. Designed for students who: 1) desire a sales-based career or 2) need to understand sales in pursuit of a career path as a senior executive/entrepreneur. 3) For those who need to understand sales in pursuit of a sales support role. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. Prerequisite: MKTG 2225 or MG 6613 OR Permission of Instructor

### **MKTG 5575 Competitive Intelligence: 3 semester hours.**

How to use competitive intelligence to gain strategic advantage. Includes understanding of information gathering techniques, the conversion of information into intelligence, various analysis methodologies, and intelligence dissemination processes.

### **MKTG 5580 Digital Marketing: 3 semester hours.**

Familiarizes students with strategy and tactics for digital marketing, including platforms, social media, and other web 2.0 tools. Specific, evaluated graduate-level activities and/or performances are identified in the course syllabus. PREREQ: MKTG 2225.

### **MKTG 5591 Seminar in Marketing: 3 semester hours.**

Reading discussion, and preparation of reports on selected topics. Restricted to senior and graduate students in business who have the consent of the instructor. May be repeated with instructor's permission for up to 6 credits.

### **MKTG 5592 Special Problems in Marketing: 2-3 semester hours.**

Research and reports on selected problems or topics in marketing. Restricted to senior and graduate students in business who have the consent of the Dean. May be repeated under a different title for a maximum of 9 credits with the permission of the major advisor and the Dean.

### **MKTG 5599 Experimental Course: 1-6 semester hours.**

The content of this course is not described in the catalog. Title and number of credits are announced in the Class Schedule. Experimental courses may be offered no more than three times with the same title and content. May be repeated.

### **MKTG 6699 Experimental Course: 1-6 semester hours.**

The content of this course is not described in the catalog. Title and number of credits are announced in the Class Schedule. Experimental courses may be offered no more than three times with the same title and content. May be repeated.