**MK - MARKETING (MK)**

**MK 199. Service Learning. (3 Credits)**
This course is designed to introduce students to Service Learning through the integration of academic learning about local, national, and global issues with service work addressing those concerns. Approval of supervising department required. (Offered upon sufficient demand.)

**MK 395. Entrepreneurial Marketing. (3 Credits)**
This course focuses on the marketing function of entrepreneurship and intrapreneurship in new and existing ventures. Specific emphasis is placed on establishing a strategic marketing plan within the framework of limited funds and market experience as typically experienced in new ventures and small business organizations. This course includes development of strategic planning in the areas of price, customer service, business image development, location analysis, distribution, product selection, quality and promotional analysis. Prerequisite: MK 360. (Fall, Spring, Summer)

**MK 399. Departmental Service Learning. (1-6 Credits)**
This course is designed to provide students the opportunity to integrate academic learning about vital service issues within a specific discipline with service work addressing those issues. This course may be repeated for a maximum of six credits. Approval of supervising department required. (Offered upon sufficient demand.)

**MK 455. Hospitality and Tourism Marketing. (3 Credits)**
This course covers the field of hospitality and tourism marketing using an integrative approach to examine and analyze the major marketing decisions faced each day in this dynamic environment. It involves a detailed study of how marketing impacts every member of the hospitality and tourism team from revenue management to social networking to database marketing to strategy development. Topics include the service environment, market research, marketing, service quality, and customer satisfaction. Prerequisite: MK 360. (Fall, Spring)

**MK 465. Sales Management. (3 Credits)**
Sales Management examines the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its goals. Topics include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Prerequisite: MK 362. (Fall, Spring)
MK 470. Cases in Category Management. (3 Credits)
In this capstone course, students will receive instruction from category management professionals, our faculty, our business partners and other friends of the program. The lectures provided in the course are ‘best in class’ presentations, and provide our students with a competitive advantage when they enter the workplace. In this course students learn to act as category managers, while working in groups, through development of real case solutions using the case solution method. Prerequisite: MK 365; Corequisite: MK 435. (Fall, Spring)

MK 476. Consumer and Market Behavior. (3 Credits)
This course is a study of the buying habits and preferences of consumers. It includes models for explaining and predicting consumer and marketing behavior, consumer movements and attitudes with implications for marketing management policies and the business economy. Prerequisite: MK 360. (Fall, Spring, Summer)

MK 479. Marketing Research. (3 Credits)
This course will focus on the methods and techniques employed in business and economic research. It emphasizes sources of information, analysis, interpretation, presentation of data and reporting. Prerequisites: MK 360 and QM 292 (Fall, Spring)

MK 480. Marketing Internship. (3 Credits)
The marketing internship is a work related experience in a private, public, or governmental organization enhancing the applications of marketing theories and concepts. Must be a junior or senior. Prerequisite: approval of department chair. Must be admitted to the BBA program. (Fall, Spring, Summer)

MK 487. E-Marketing. (3 Credits)
This course is designed to provide an overview of electronic commerce with an emphasis on e-retailing, consumer behavior online, Internet advertising, and online market research. Prerequisite: MK 360. (Fall, Spring)

MK 491. International Business. (3 Credits)
This course is an advanced survey of management practices and styles in developed and developing nations along with a study of the growing opportunities and potential risks in the marketing of goods and services across international boundaries. Prerequisite: MG 330. (Fall, Spring, Summer)

MK 492. Retailing. (3 Credits)
This course focuses on the structure, policies and practices followed in the operation of chain stores, franchises, cooperatives, and independent retailers. Topics covered include store location, layout, buying, selling, pricing, merchandising, promotional strategies, and retail trends. Prerequisite: MK 360. (Offered on sufficient demand)

MK 495. Senior Marketing Seminar. (3 Credits)
A project-based course designed to provide senior marketing majors with real-world marketing experience. Students will benefit from exposure to practicing professionals, hands-on experience, and networking opportunities associated with completion and presentation of the project. Prerequisite: Permission of the instructor. (Fall, Spring)

MK 498. Marketing Management. (3 Credits)
This is an integrated course that provides advanced students an opportunity to apply marketing strategies to the solution of marketing problems. This will be accomplished through the use of simulations, cases, and outside projects. Open to senior business majors only. Prerequisites: MK 363. Prerequisites OR Corequisites: MK 476. (Fall, Spring, Summer)

MK 499. Independent Study-Practicum. (1-3 Credits)
This course provides for study, research, or special field experience on departmental determination, supervision, and evaluation. Open to senior majors on approval of the department chair. (Fall, Spring, Summer)