

MK - MARKETING (MK)

*Course Fees are Per Credit Hour

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.)
Course Fees: \$90

MK 359. Special Course. (1-6 Credits)

Course number reserved for special courses offered from time to time in response to special circumstances. The courses are discipline specific with variable credit and when offered, they are identified by department content and credit.
Course Fees: \$90

MK 360. Principles of Marketing. (3 Credits)

This course is an introduction to the language and issues of marketing. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Major topics include targeting, positioning, market segmentation, product development, promotion, distribution, and pricing. Other topics include marketing research, international marketing, ethics, consumer behavior, B2B marketing and services. (Fall, Spring, Summer).
Course Fees: \$90

MK 362. Personal Selling. (3 Credits)

This course covers the field of selling as it relates to marketing. It involves a detailed study and application of the basic steps in selling: prospecting, preapproach, approach, presentation, handling objections, close, and follow-up. (Fall, Spring)
Course Fees: \$90

MK 363. Integrated Marketing Communications. (3 Credits)

IMC is a study of the role of promotion as a part of marketing communication. This course provides a behavioral foundation for the study of advertising, reseller stimulation, personal selling, and other communication tools, such as sponsorship, cause marketing, etc., as a part of an overall promotion mix. Prerequisite: MK 360. (Fall, Spring, Summer)
Course Fees: \$90

MK 365. Principles of Category Management. (3 Credits)

In this course students develop an understanding of industry history, terminology, and the business acumen necessary to take upper level classes in category management. Our retailers contribute to this class by providing company representatives to speak in our classrooms and allow the students to visit stores as part of their assignments. Our technology partners provide students with access to their services for data evaluation. Prerequisite: MK 360. (Fall, Spring)
Course Fees: \$90

MK 369. Special Course. (1-6 Credits)

Course number reserved for special courses offered from time to time in response to special circumstances. The courses are discipline specific with variable credit and when offered, they are identified by department content and credit.
Course Fees: \$90

MK 375. Social Media Marketing. (3 Credits)

This course provides a detailed overview of social media marketing platforms, online communities, forums, blogs, video-sharing sites, etc. Emphasis is on the application of these channels as part of an organization's overall marketing strategy. Prerequisite: MK 360. (Fall, Spring, Summer)
Course Fees: \$90

MK 389. On-Campus Internship. (3 Credits)

Course Fees: \$90

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)
Course Fees: \$90

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.)
Course Fees: \$90

MK 425. Transportation and Logistics. (3 Credits)

This is an introductory course which examines transportation and logistical services which includes customer service, purchasing, distribution operations, procurement, carrier selection, negotiation and transportation cost evaluation. Prerequisite: MK 360. (Offered on sufficient demand)
Course Fees: \$90

MK 435. Science of Category Management. (3 Credits)

Today's business environment demands that sales and marketing professionals understand the strategy, integration and communication needed to achieve excellence in business to consumer business model. Students are introduced to concepts of the retail business model which include: identifying the target consumer and market, developing and implementing merchandising plans, interacting with the supply chain, and the financial implications of decisions made at the corporate, distribution, and store level. Technology tools are used to develop skills in data management and presentation. Prerequisites: MK 365. (Fall, Spring)
Course Fees: \$90

MK 455. Hospitality and Tourism Marketing. (3 Credits)

This course covers the field of hospitality and tourism marketing using an integrative approach to examine, apply, and analyze various marketing strategies in these industries. Prerequisite: MK 360. (Spring)
Course Fees: \$90

MK 462. Advanced Sales. (3 Credits)

This course focuses on the advanced study of the sales process including negotiation, relationship management, team selling and sales technology. Prerequisite MK 362. (Fall, Spring).
Course Fees: \$90

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)
Course Fees: \$90

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)
Course Fees: \$90

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)
Course Fees: \$90

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 DA 292.
Course Fees: \$90

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. Must be admitted to the BBA program. International students must receive approval from the Office of International Affairs prior to course registration. Prerequisite: approval of department chair. (Fall, Spring, Summer)
Course Fees: \$90

MK 487. Digital Marketing. (3 Credits)

This course provides an in-depth overview of digital marketing methods, including email, social media marketing, websites, mobile marketing, and the application of artificial intelligence in marketing. Prerequisite: MK 360. (Fall, Spring)
Course Fees: \$90

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)
Course Fees: \$90

MK 492. Retail & E-Commerce. (3 Credits)

This course focuses on the structure and practices of both traditional and online retail operations. Topics covered include location, layout, buying, selling, pricing, merchandising, promotional strategies, and retail trends. Prerequisite: MK 360. (Fall)
Course Fees: \$90

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)
Course Fees: \$90

MK 497. 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. Prerequisite: MK 363. Prerequisite or Corequisite: MK 476. (Fall, Spring)
Course Fees: \$90

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)
Course Fees: \$90