

MARKETING (MKT)

MKT 2210 Fundamentals of Marketing 3 cr

Understanding the fundamentals of marketing and the role of marketing discovering and fulfilling customer needs. Role of ethics in marketing decision-making. May not be held with MKT 2211

Equiv To: MKT 2211

Attributes: Recommended Intro Courses

MKT 3220 Marketing Research 3 cr

Study of the planning and implementation of research required to make informed and ethical marketing decisions. May not be held with MKT 3221.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisites: MKT 2210 (D) or MKT 2211 (D) or consent of instructor.

Equiv To: MKT 3221

MKT 3230 Consumer Behaviour 3 cr

Study of buying behaviour of individuals and organizations as affected by psychological, sociological, and cultural forces within society including ethics and social responsibility. May not be held with MKT 3231.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

Equiv To: MKT 3231

MKT 3240 Selected Topics in Marketing 3 cr

Analysis of marketing as it relates to specialized fields.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

Mutually Exclusive: MKT 3242, MKT 3246, MKT 3248

MKT 3242 Brand Management 3 cr

Examination of the holistic and integrative considerations that affect brand management. May not be held with MKT 3240 when titled "Branding".

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisites: MKT 2210 (D) or MKT 2211 (D).

Mutually Exclusive: MKT 3240

MKT 3246 Sustainability Marketing 3 cr

This course will examine strategies that organizations can adopt to be successful in meeting the triple bottom line (people, planet, profit) within the broader framework of sustainability and ethical thinking. May not be held with MKT 3240 when titled "Sustainability Marketing."

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D) or MKT 2211 (D).

Mutually Exclusive: MKT 3240

MKT 3248 Digital Marketing 3 cr

This course will explore various digital marketing channels, best practices, tools and techniques to analyze how marketing strategies and tactics are used to capture opportunities and create value for consumers in the digital age while being cognizant of ethical issues related to consumer privacy. May not be held with MKT 3240 when titled "Digital Marketing."

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D) or MKT 2211 (D).

Mutually Exclusive: MKT 3240

MKT 3300 International Marketing 3 cr

A study of international similarities and differences in marketing structures, functions and processes as related to the socio-economic and cultural environment and a consideration of the opportunities and problems of international marketing.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

MKT 3310 Retail and Channel Management 3 cr

The study of the functions performed by traditional and e-commerce distributors. Topics include location and competitive analysis, promotion, merchandising, buying, design, selection and historical development. Topics include location and competitive analysis, promotion, merchandising, buying, design, selection and historical development.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

MKT 3340 Services Marketing 3 cr

An examination of the differences in the marketing of goods versus services. Topics covered include service process design and management, problem identification and resolution, positioning issues, the importance of human resources, and promotional issues.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

MKT 3390 Integrated Marketing Communications 3 cr

The process of using promotional tools in a unified way so that a synergistic communications is created. The course examines the roles of advertising, sales promotion, direct marketing, and the internet within this broader framework while being cognizant of emerging ethical issues.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

MKT 4010 Marketing Analytics 3 cr

The overarching purpose of this course is to understand the ample benefits of an analytical approach to marketing related decision-making, to build skills/knowledge in undertaking such analyses on your own, and to acknowledge the ethical issues that revolve around consumer privacy. Students will gain hands-on, computer-based experience with basic and advanced analytical tools to analyze marketing data for addressing business decisions that create value and build competitive advantage.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisites: (MKT 2210 (D) or MKT 2211 (D)) and (STAT 1000 (D) or STAT 1001 (D) or STAT 1150 (D)).

MKT 4210 Strategic Marketing 3 cr

An examination of the formulation and implementation of strategies and tactics marketing managers use to reach the marketing objectives of the organization. Uses qualitative and quantitative analyses to develop critical and ethical thinking essential for making strategic marketing decisions. May not be held with MKT 4211.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisites: [(MKT 3220 (D) or MKT 3221 (D)) and (MKT 3230 (D) or MKT 3231 (D))] and a minimum of 70 credit hours of university level courses, or permission of department.

Equiv To: MKT 4211

MKT 4270 Sales Management 3 cr

The study of the management of the personal selling area including an examination of the selling function, the sales manager, and sales management.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 2210 (D).

Equiv To: MKT 4271