

# MKT - MARKETING

## **MKT 110** 3 credit hours (lecture: 3 | lab: 1)

### **The Impact of RFID in the Supply Chain**

Course surveys case studies on how Radio Frequency Identification (RFID) has been used in the supply chain. Examples from the retail, pharmaceutical, defense, manufacturing and logistic industries will discuss how companies have gained competitive advantages by implementing this new technology. Topics emphasize impact upon business processes, security of transmitted data and financial analyses.

**Recommended:** Concurrent enrollment in ELT 120 or consent of instructor.

*Delivery mode: Face-to-Face | Online*

Fee: \$40

## **MKT 115** 3 credit hours (lecture: 3 | lab: 0)

### **Creativity in Business**

Course explores the nature and role of creativity in organizations using theories and methods of creative thinking linking creativity and innovation. Topics include techniques, simulations, and case studies to develop the creative process. Students will design a "tool box" with which creativity can be managed to promote innovation and enhance organizational effectiveness, along with individual creativity.

*Delivery mode: Face-to-Face | Online*

## **MKT 131** 3 credit hours (lecture: 3 | lab: 0)

### **Principles of Marketing**

Course studies full meaning of the marketing concept. Content includes discovering consumer needs and wants; translating needs and wants into products and services; creating demand for these products and services and then expanding this demand; developing and analyzing marketing plans.

**Recommended:** Hands-on experience using word processing, the Internet, and e-mail.

*Delivery mode: Face-to-Face | Hybrid | Online*

## **MKT 132** 3 credit hours (lecture: 3 | lab: 0)

### **Marketing For Nonprofit Organizations**

Course concentrates on practical knowledge to assist in development of strategic planning. Content includes fund raising, finding suitable donors, attracting volunteers; developing a market and promotional plan. Content includes mini workshops to improve public relations skills; direct marketing, advertising, evaluating fund raising opportunities and grant writing. Intended for volunteers and executives involved in a nonprofit organization.

*Delivery mode: Face-to-Face | Online*

## **MKT 134** 3 credit hours (lecture: 3 | lab: 0)

### **Fundraising and Grant Writing**

Course offers in-depth exposure to the funding skills for the nonprofit organization. Content includes how nonprofits secure financial resources to further their missions from individuals, foundations and government sources; how managers and development professionals of nonprofits generate funding through grant writing, annual giving programs, major gift cultivation, planned giving programs, and special events and benefits.

**Recommended:** MKT 132 and either EGL 101 or placement into EGL 101, or consent of instructor.

*Delivery mode: Face-to-Face | Online*

## **MKT 150** 3 credit hours (lecture: 3 | lab: 0)

### **Sports Marketing**

Course examines successful business models in the sports industry. Content includes analyzing, planning, implementing strategies within sports organizations through development of marketing and promotional plans.

**Recommended:** MKT 131.

*Delivery mode: Face-to-Face | Online*

## **MKT 151** 3 credit hours (lecture: 3 | lab: 0)

### **Customer Service**

Course focuses on the skills and strategies that lead to successful implementation of excellent customer service as a competitive edge in today's changing business arena. Changes in the marketplace such as global influences, multicultural issues, and effective communication are examined. Emphasis is placed on developing and maintaining a comprehensive customer service strategy to maximize stakeholder satisfaction and profitability.

**Prerequisite:** Hands-on experience using word processing, the Internet, and e-mail recommended.

*Delivery mode: Face-to-Face | Hybrid | Online*

## **MKT 161** 3 credit hours (lecture: 3 | lab: 0)

### **Principles of Professional Selling**

Course deals with the actual process of selling a product. Content includes principles and techniques used in prospecting, approaching, demonstrating, meeting objection and closing a sale; attitudes and attributes which successful sales personnel develop. Sales presentations given by students.

**Recommended:** Hands-on experience using word processing, the Internet, and e-mail.

*Delivery mode: Face-to-Face*

## **MKT 165** 3 credit hours (lecture: 3 | lab: 0)

### **e-Business**

Course studies various aspects of e-Business. Content includes decisions such as product selection, distribution, pricing, shipping, warranty, insurance, legal issues, privacy and infrastructure of doing business on line. Students develop business plan for e-Commerce operation.

*Delivery mode: Face-to-Face | Online*

## **MKT 215** 3 credit hours (lecture: 3 | lab: 0)

### **Introduction to Advertising**

Course introduces the role of advertising. Content includes integrated marketing communications, consumer behavior, creative strategies, and types of media. Practical applications integrated into course.

**Recommended:** MKT 131; hands-on experience using word processing, the Internet, and e-mail.

*IAI Major: MC 912*

*Delivery mode: Face-to-Face | Online*

## **MKT 230** 3 credit hours (lecture: 3 | lab: 0)

### **Consumer Behavior**

Course reviews and analyzes areas of consumer and organizational buying behavior that guide marketing management decisions. Content focus is on recognizing and applying consumer behavior theories to marketing strategies in a diverse marketplace.

**Recommended:** Hands-on experience using word processing, the Internet, and e-mail.

*Delivery mode: Face-to-Face | Hybrid | Online*

- MKT 236** **3 credit hours (lecture: 3 | lab: 0)**  
**Marketing Research**  
 Course examines theory and skills necessary to design and analyze a market research project. Content focus is on practical uses of marketing research rather than heavy statistical analysis; interviewing and questionnaire design; data analysis; product and concept testing; protesting and tracking advertising. Students involved in actual marketing research project.  
*Delivery mode: Face-to-Face | Online* Fee: \$10
- MKT 240** **3 credit hours (lecture: 3 | lab: 0)**  
**Introduction to Public Relations**  
 Course introduces principles of public relations. Content includes practices, theories, ethics, issues, and problems, as well as integration of practical applications.  
*IAI Major: MC 913*  
*Delivery mode: Face-to-Face | Hybrid | Online*
- MKT 244** **3 credit hours (lecture: 3 | lab: 0)**  
**Advanced Public Relations and Special Events**  
 Course presents advanced perspectives of Public Relations. Content includes applying techniques learned in Public Relations I; combining marketing fundamentals with PR principles to acquire sponsorship, organize and promote a special event, use the Internet, and handle crisis communication. Focus is on the expanded role of today's PR professional, including various components of integrated marketing.  
**Recommended:** MKT 240.  
*Delivery mode: Face-to-Face | Hybrid | Online*
- MKT 247** **3 credit hours (lecture: 3 | lab: 0)**  
**Cases in Public Relations Management**  
 Course involves case study approach to understanding public relations management. Content includes examining how a variety of companies have dealt with public relations issues.  
**Recommended:** MKT 240 and MKT 244.  
*Delivery mode: Face-to-Face*
- MKT 248** **3 credit hours (lecture: 3 | lab: 0)**  
**Marketing Management**  
 Course involves case study and problem solving approach to making marketing decisions. Content focuses on all elements in the development of marketing strategy: marketing development; product planning; marketing channels; pricing, advertising, and promotion.  
**Recommended:** MKT 131 or consent of instructor; hands-on experience using word processing, the Internet, and e-mail.  
*Delivery mode: Face-to-Face | Online*
- MKT 249** **3 credit hours (lecture: 3 | lab: 0)**  
**Customer Relationship Management**  
 Course examines customer relationship management (CRM) Content includes the customer driven, market-based practices that enable a business to attract, satisfy and retain customers profitably. Focus is on developing programs that cultivate customer relationships, and brand and product loyalty.  
**Recommended:** MKT 131.  
*Delivery mode: Face-to-Face*
- MKT 251** **3 credit hours (lecture: 1 | lab: 15)**  
**Practicum Marketing**  
 Course offers opportunity to earn credit in directed marketing experience within an approved business or industrial firm. Arrangements and credit given worked out in conjunction with the Program Chair.  
**Recommended:** Satisfactory completion of 12 hours in MKT courses with minimum grade of C and consent of program chair; hands-on experience using word processing, the Internet, and e-mail.  
*Delivery mode: Face-to-Face*
- MKT 253** **3 credit hours (lecture: 3 | lab: 0)**  
**Crisis and Issue Management**  
 Course introduces crisis management from a public relations perspective. Content includes examination of the types of crises encountered; potential impact on the organization and its stakeholders; and strategies for prevention, management and recovery.  
**Recommended:** MKT 240.  
*Delivery mode: Face-to-Face*
- MKT 260** **3 credit hours (lecture: 3 | lab: 0)**  
**Events Planning**  
 Course focuses on the skills necessary to design, implement, and manage spectacular special events, either as stand-alone or within the context of other meetings. Topics include the planning and marketing of special events from concept to conclusion, including catering and menu design, selecting distinctive venues and entertainment (e.g., celebrities and nationally recognized speakers such as former political leaders), and working with outside vendors to incorporate sound and special effects (lasers, pyrotechnics, etc.).  
**Recommended:** MKT 244.  
*Delivery mode: Face-to-Face | Hybrid | Online*
- MKT 261** **3 credit hours (lecture: 3 | lab: 0)**  
**Advanced Professional Selling**  
 Course concentrates on fine tuning existing selling skills. Content includes current selling strategies developed by today's top sales trainers such as Zig Zigler and Tom Hopkins and others; extensive use of videotaping.  
**Recommended:** MKT 161 or equivalent experience in selling or consent of instructor.  
*Delivery mode: Face-to-Face*
- MKT 262** **3 credit hours (lecture: 3 | lab: 0)**  
**Meeting and Convention Planning**  
 Course provides the basic tools to successfully plan and manage local, national, and international meetings and conferences. Course information assists the student in understanding the basic competencies tested in the ISES Certified Special Events Professional (CSEP) and Certified Meeting Professional (CMP) examinations.  
*Delivery mode: Face-to-Face | Online*
- MKT 266** **3 credit hours (lecture: 3 | lab: 0)**  
**New Media and Technology in Marketing**  
 Course examines progress, potential and impact of the Internet, World Wide Web, and other forms of computing and telecommunications technology for online marketing of goods and service across a wide range of product categories. Content includes investigation of the Internet as a business tool to increase effectiveness, efficiency, competitiveness, and to create new business models. Students research current methods of online marketing, and then develop a site with marketing and maintenance plan for further development of business models and segments.  
**Recommended:** MKT 131 or consent of instructor. Fee: \$15  
*Delivery mode: Face-to-Face*
- MKT 270** **3 credit hours (lecture: 3 | lab: 0)**  
**Integrated Marketing Communications**  
 Course studies effects of advertising on the consumer. Content includes advertising, sales promotion, direct marketing and public relations. Students use flow of communication to develop an integrated marketing program.  
**Recommended:** MKT 131 and MKT 215.  
*Delivery mode: Face-to-Face | Hybrid | Online*

**MKT 271** **3 credit hours (lecture: 3 | lab: 0)**

**Brand Marketing**

Course emphasizes importance of brand identity in the integrated marketing communications strategy. Content includes how to build a "valueadded" brand in today's competitive market place; use of name, logo and corporate identity to create and market brand equity for a company. Students develop a brand building advertising plan incorporating traditional and new digital technologies.

**Recommended:** MKT 131.

*Delivery mode: Face-to-Face | Hybrid | Online*

**MKT 275** **3 credit hours (lecture: 3 | lab: 0)**

**Social Media Tools for Business**

Course introduces a variety of social media and Web 2.0 concepts and tools from a business/ marketing perspective, including social networks, blogs, wikis, podcasts, and more. With an understanding of the tools, students will learn how to leverage them in order to support their business or career.

*Delivery mode: Face-to-Face | Hybrid | Online*

**MKT 290** **1-4 credit hours (lecture: 1-4 | lab: 1-4)**

**Topics In Marketing**

Course meets special interest needs of marketing student sand local business organizations. Special topics will be offered for variable credit from one to three semester credit hours. Students may repeat MKT 290 up to three times on different topics for a maximum of nine semester credit hours. Fee Varies. Prerequisite may vary by topic.

*Delivery mode: Face-to-Face*