

MARKETING (MARK)

MARK 231 Principles of Marketing3 Credits

Use and development of marketing strategy and the effects of buyer motivation. Major functions of marketing, buying, selling, distribution, pricing, advertising, and storage are studied. A contrast is made between the two marketing institutions: wholesaling and retailing.

MARK 325 Consumer Behavior3 Credits

Overview of the processes involved when individuals or groups select, purchase, use or dispose of products and services to satisfy needs and desires.

Prerequisites: MARK 231.

MARK 332 Promotion3 Credits

Overview of the many ways in which goods, services, and ideas can be promoted to consumers and businesses through advertising, public relations, and publicity.

Prerequisites: MARK 231.

MARK 335 Sales and Sales Management3 Credits

The salesperson as a counselor whose role is to help buyers make better decisions. Professional salesmanship is recognized as an integral function in modern society, with basic sales techniques studied and practiced in sales presentations. The course is taught from a management perspective.

Prerequisites: MARK 231.

MARK 340 Creating Marketing Materials3 Credits

Overview and process development for creating marketing materials for all supply chain stakeholders. Development and analysis of multi-faceted levels of business marketing.

Prerequisites: MARK 231.

MARK 350 Marketing Research3 Credits

Marketing research theory and techniques designed to educate the student in the use of the scientific method, development of analytical ability, presentation of basic marketing research tools, and proficiency in the art of writing research reports. Includes cases and actual research projects.

Prerequisites: CISB 241 or STAT 241; and MARK 231.

Terms Typically Offered: Fall, Spring.

MARK 360 Services Marketing3 Credits

Application of marketing concepts and strategies for addressing marketing problems and opportunities in the service sector (Finance, Hospitality, and Healthcare).

Prerequisites: MARK 231, MARK 350, or permission of instructor. Course will utilize case problems and an actual research project.

MARK 375 Digital Marketing3 Credits

Examination of digital marketing strategy through various digital channels and platforms. The course provides students with knowledge on how to develop an integrated digital marketing strategy, including formulation, implementation, and evaluation.

Prerequisites: MARK 231.

Terms Typically Offered: Fall, Spring.

MARK 395 Independent Study1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

MARK 396 Topics1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

MARK 402 Sport Marketing3 Credits

The application of the principles of promotion and marketing to the sport and fitness industry including the areas of professional sports, corporate fitness, college/high school athletics, clubs and resorts, and others.

Prerequisites: MARK 231.

MARK 432 Advanced Marketing3 Credits

In-depth complex marketing problems confronting modern businesses. Development of marketing strategy to allow a firm to progress toward its corporate objectives.

Prerequisites: CISB 241 or STAT 241; and MARK 231.

Terms Typically Offered: Fall, Spring.

MARK 495 Independent Study1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

MARK 496 Topics1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

MARK 500 Marketing Strategy3 Credits

Examines the state-of-the-art in marketing strategy from both a practical and theoretical perspective. Focusing on integrating a broad range of marketing concepts, the emphasis is on setting realistic marketing objectives, understanding marketing research concepts, demographic market segmentation, and current marketing topics.