

Marketing

The Marketing major helps students develop the knowledge and skills needed to construct marketing strategies and activities that can be applied in large corporations, small businesses, or a retail environment.

Marketing students will study topics including product design, customer relations, advertising, market research, marketing of services, marketing on the internet, and creating strategic marketing plans.

The Marketing major offers students new and dynamic career choices and prepares them to work for either an independent marketing agency, an advertising agency, or within a corporate marketing department. Additional coursework is available in personal selling, retailing, or small business marketing. An advisor will help students tailor course selections to particular needs and interests.

Graduation Requirements

General Education Requirements

ENG 1110 - First Year Composition
 CTA 1102 - Human Communication
 I. Cultural Diversity (4 cr)
 II. Social Sciences (4 cr)
 IIIa. World Language (4 cr) (exempt if 3 yrs in HS)
 IIIb. World Language (4 cr) (exempt if 3 yrs in HS)
 IV. Literature (4 cr)
 V. Analytical Reasoning (4 cr)
 VI. Natural Science (4 cr)
 VII. History (4 cr)
 VIII. Fine Arts (4 cr)
 IX. Philosophy (4 cr)
 X. Religious Studies (4 cr)
 XI. Writing Intensive - Upper Division (4 cr)

Marketing Minor Core Requirements

You must have at least 20 credits of Marketing courses and MUST include the following:

MKT 2320 - Principles of Marketing
MKT 3320 - Marketing on the Internet
MKT 3340 - Market Promotions: Communicating with Customers

Plus 2 upper division Marketing courses. Up to 4 internship credits (MKT 4555) may be used.

Marketing Major Core Requirements

These are the classes you MUST take:

ACC 2210 - Principles of Financial Accounting
ACC 2220 - Principles of Managerial Accounting
CIS 2105 - Computer Information Systems
ECN 2230 - Principles of Microeconomics
ECN 2280 - Principles of Macroeconomics
MGT 2120 - Principles of Management
MGT 3130 - Quantitative Methods for Decision-making
MGT 3240 - Human Resource Management
MKT 2320 - Principles of Marketing
MKT 3320 - Marketing on the Internet
MKT 3340 - Market Promotions: Communicating with Customers
MKT 3350 - Designing Successful Products
MKT 4360 - Marketing Strategy
PHL 3354 - Management Ethics

Plus an additional 4 credits from one of the following:

CTA 4404 - Public Relations
MKT 3360 - Personal Selling
MKT 3370 - Services Marketing

Plus an additional 8 credits from an upper division Marketing course which can include the following choices:

CTA 3041 - Publication Design
CTA 4400 - Advertising

Course Descriptions***Major Core Requirements*****ACC 2210 Principles of Financial Accounting 4 cr**

An introduction to the preparation and use of financial accounting information. Course includes preparation and analysis of financial statements and related disclosures.

ACC 2220 Principles of Managerial Accounting 4 cr

An introduction to the internal use of accounting information to plan, control and evaluate the activities of business organizations. Course emphasizes problem solving and decision making for manufacturing and service enterprises.

Prerequisite: ACC 2210.

CIS 2105: Information Systems Applications 4 cr

A practical approach to how software systems are used to address business needs. Students will explore common information problems that businesses face, identify the data needed to solve the problems, and how that data needs to be manipulated and presented. These tasks will require the use of a wide range of software including databases, spreadsheets, report writing presentation, and multimedia software. Students will be required to do one or more extended projects in the course that will require research, analysis, and presentation in both paper and electronic format. *Prerequisite: CIS 1008.*

CTA 3041: Publication Design 4 cr.

Principles of design for print materials include the use of space in layout, type selection, copy fitting and familiarity with printing processes. Use of the computer and desktop publishing, as tools in the design process, will be investigated. *Prerequisite: CTA/CIS/ART 2041.*

CTA 4400: Advertising 4 cr.

The study of creative strategy and audience analysis form the basis for writing advertising copy for print, broadcast media, Internet, direct mail and outdoor media. Development of a fully integrated advertising campaign for a "real world" client prepares the student for professional work.

CTA 4404: Public Relations 4 cr.

The course covers theory, history, and practice of public relations; the process of influencing public opinion, ethics of public relations practice. Students will write news releases, fact sheets, newsletters, company periodicals, brochures. Public relations case studies; application of public relations techniques to representative problems; communications materials for various media are planned and prepared. Students will develop and present a full public relations campaign for a selected organization.

ECN 2230 Principles of Microeconomics 4 cr

Focuses on how economists explain the behavior of individuals, how markets direct activities and the policy implications that flow from economic analysis. Emphasis is less on the development of theories and more on the application of theories. Course examines how developments in other fields, most notably evolutionary psychology, have affected microeconomics. *Prerequisite: MTH at 1000 level or permission of instructor.*

ECN 2280 Principles of Macroeconomics 4 cr

Addresses "the economy" in the sense of the big picture. Topics covered include national income accounting, the determination of economic activity through consumer spending, business investment, government taxation and expenditure and foreign trade. This course also addresses the issues of fiscal and monetary policies, inflation and unemployment. *Prerequisite: ECN 2230.*

MGT 2120 Principles of Management 4 cr

Introduction to the process of management. Course includes the history of management theory with emphasis on forces of change that have resulted in a changing view of the business world for managers. Principle management functions covered are planning, organizing, leading and the process of control as an information feedback function for increasing productivity. Emphasis is on the integration of all management functions into one effort for visionary, effective and efficient operations.

MGT 3130 Quantitative Methods for Decision-making 4 cr

Includes forecasting, quality assurance, project management and other mathematical models for data analysis. Software is used to solve and illustrate problems and solutions.

MGT 3240 Human Resource Management 4 cr

Provides an in-depth exposure to the major areas of human resource management including recruiting, selection, training, motivation, appraisal, planning, labor relations and compensation.

MKT 2320: Principles of Marketing 4 cr.

Surveys terms and concepts concerned with the planning process and selection of appropriate actions resulting in successful and unique marketing plans. Product design, pricing strategy, distribution and availability of goods or services and marketing communications are topics covered.

MKT 3320: Marketing on the Internet 4 cr.

Focuses on the process of combining strategic marketing concepts with Internet techniques to generate sales and enhance brand image in the world of economic commerce.

MKT 3340: Market Promotions: Communicating with Customers 4 cr.

Provides an in-depth exposure to market promotion. There is special emphasis on advertising and the creation of message strategy based on sound product design. Good personal selling and sales promotion actions are also addressed.

MKT 3350: Designing Successful Products 4 cr.

Explores the identification of potentially commercial products. Students learn to gather information about the marketplace, create prototypes, refine concepts, and cluster product benefits into a marketing communication to customers. Students develop a basic marketing strategy that relates to product design and segment needs.

MKT 3360: Personal Selling 4 cr.

Teaches students the skills necessary to effectively sell ideas, products or services. These skills include preparing for selling, prospecting, approaching, presenting, overcoming objection and closing. A strong personal development component gives students the opportunity to assess their strengths and limitations and to establish short and long-term goals.

MKT 3370: Services Marketing 4 cr.

Examines the marketing of services as a separate topic. Students contrast and compare the distinctive aspects of marketing intangible products such as services with tangible products such as consumer goods. Students study customer relations, customer communications, and the delivery methods ranging from conventional to internet.

MKT 4360: Marketing Strategy 4 cr.

Focuses on the relationship between the marketing plan strategy and the marketplace goals of the organizational strategic plan. Brand management is a central theme. Course explores choices and tactics for marketers to use.

PHL 3354: Management Ethics 4 cr

Study of the application of ethical principles to problems encountered in management. Confrontation of the problems is preceded by inquiry into the nature of human interaction in general, management in particular. Other topics include: obligations of the manager to a number of clients or spheres of responsibility, including employees and clients of the organization; rights and obligations of employers and employees; discrimination, liability and advertising.

Upper Division Marketing Electives

MKT 3530: Marketing in a Global Environment 4 cr

An introduction to the essential ingredients of effective marketing strategies for entry into global and foreign markets. This course provides a fundamental analysis of the variety of global industries and local markets that have very unique cultures, language(s) and marketing systems (distribution, pricing, marketing communications, financial, accounting, political, economic and trading policies), which define the business and marketing strategies essential for success in the emerging global economy.

MKT 3777: Selected Topics in Marketing 1-8 cr.

In-depth study of a topic of current interest. Topic to be covered depends on the mutual interest of faculty and students.

MKT 4555: Marketing Internship 1-16 cr.

An internship taken in a practical business or other appropriate facility related to the student's interest. Student is supervised by a manager; evaluation of student performance is completed by the manager, student and advisor. Students may obtain additional information about internships from the Department of Management office.

Prerequisite: approval of instructor.

MKT 4777: Selected Topics in Marketing 1-8 cr.

In-depth study of a topic of current interest. Topic to be studied depends on the mutual interest of faculty and students.

MKT 4999: Independent Study 1-8 cr.

Study of a particular area selected by student with approval of department chair and instructor. Study may include research and/or field experience involving a learning situation directly related to marketing.