

MARKETING (MKTG)

MKTG 431 Principles of Marketing (Units: 3)

Prerequisite: Upper division standing.

Introduction to marketing principles and functions designed to satisfy an organization's target markets by offering an appropriate marketing mix consisting of product, price, place and promotion in domestic and international settings.

MKTG 432 Public Relations (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Communication, attitudes, opinion, ethical conduct, and responsible social performance as foundations of effective public relations. Relevant current events and public relations programs. Models for analysis and practice. Philosophical, historical, and environmental influences.

MKTG 433 Personal Selling (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Psychological factors underlying prospect behavior from initial recognition of need to final purchase of products and services.

MKTG 434 Advertising Theory and Practice (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Economic aspects of advertising; selection of media, testing effectiveness; organization for carrying out advertising activities, principles, and procedures.

MKTG 436 Retail Management (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Organization of a single-unit and multi-unit retail institution. Operational problems: location, layout, merchandise handling, customer service, protection, and expense control.

MKTG 440 Advertising Creativity and Production (Units: 3)

Prerequisites: MKTG 434 and MKTG 632 with grades of C or better. Restricted to marketing majors and minors.

Creation and production of advertising for different clients. Strategy and creative development, with production for a variety of media. Classwork, 2 units; laboratory, 1 unit. [CSL may be available; consult index for page reference.]

MKTG 441 Business to Business Marketing (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Transaction channels through which goods and services are sold and purchased. Roles of marketing channel members and intermediaries.

MKTG 443 Sales Promotion and Publicity (Units: 3)

Prerequisites: MKTG 431, MKTG 633. Restricted to marketing majors and minors.

Introduction to the theories and practice of sales promotion and publicity. Consumer behavior, foundations of sales promotions, manufacturer and retailer sales promotion planning; types of trade and consumer sales promotions. (Plus-minus letter grade only.)

MKTG 469 Digital Marketing (Units: 3)

Prerequisites: MKTG 431. Restricted to marketing majors and minors.

Overview of digital technologies and networks and their applications for marketing to consumers and businesses. Study of best practices on the use of web, social media and mobile marketing by businesses, government and non-profit organizations. Exploration, analysis and assessment of the effectiveness of digital marketing campaigns.

MKTG 567 Internship in Marketing (Units: 3)

Prerequisites: MKTG 431, consent of instructor, department chair, and appropriate employment. Restricted to marketing majors and minors.

Experience in a business field. Principles, theory, and practice applied to real situations. Major report required. May be repeated for a total of 6 units.

MKTG 632 Marketing Research (Units: 3)

Prerequisites: DS 212; MKTG 431; ISYS 263 or pass computer information systems proficiency test. Restricted to marketing majors; other students may add on a space available basis.

Research design and methodology. Analyze, evaluate, and utilize marketing research findings. Use of case method and computer applications to make marketing decisions.

MKTG 633 Consumer Behavior (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors. Other students may add on a space available basis.

Behavioral models explore consumer needs and motivation incorporating psychological theory applied to personality traits, learning, perception, symbolism and communications, social influences and understanding consumer behavior.

MKTG 637 Sales Management (Units: 3)

Prerequisites: MKTG 431 and MKTG 433. Restricted to marketing majors and minors.

Role of sales managers in line and staff planning. Selection, organization, supervision, compensation, and motivation of the sales force. Coordination of sales with other marketing functions. Measuring the sales manager's contribution to profitable operations.

MKTG 644 Services Marketing (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Recognizing the importance of services in the global economy, this course provides theory, frameworks and tools for addressing the unique challenge of marketing in industries such as banks, healthcare, transportation and entertainment.

MKTG 647 Organizational Reputation Management and Communication (Units: 3)

Prerequisites: MKTG 431; restricted to marketing majors and minors.

Assessment and management of reputational risks stemming from behavior of senior executives or employees, failures in safety, accidents, rumors, etc. Focus on the communication strategies and tactics to rebuild trust and restore organizational regulation.

MKTG 649 Marketing Management (Units: 3)

Prerequisites: MKTG 431, MKTG 632, and MKTG 633. Restricted to marketing majors. Other students may add on a space available basis.

Planning, organizing, integrating, and measuring the total marketing plan. Problems of managing the marketing function. Managerial supervision and control of marketing.

MKTG 660 Marketing Analytics (Units: 3)

Prerequisite: MKTG 632 with a grade of C-; restricted to marketing major.

Examination of techniques to manipulate, visualize, and analyze secondary data to address a variety of marketing issues in areas such as segmentation, customer relationship management, advertising, and digital marketing through hands-on experience using case studies and real-world marketing data. (Plus-minus letter grade only)

MKTG 675 Brand Management (Units: 3)

Prerequisites: MKTG 431 and consent of instructor. Restricted to upper division marketing majors and minors.

Examination of the theories, concepts, principles and strategies necessary to manage brands in the marketplace.

MKTG 680 International Marketing Management (Units: 3)

Prerequisites: IBUS 330, MKTG 431. Restricted to marketing majors and minors.

Environmental factors affecting world marketing management; consumer and industrial products market patterns; establishing channels of distribution; management of marketing functions including communication, pricing, product policy, promotion, financing, and logistics.

MKTG 688 New Product Management Seminar (Units: 3)

Prerequisite: MKTG 431. Restricted to marketing majors and minors.

Product and innovation management for creating, developing, and commercializing new products and innovations. Emphasizes the importance of creativity, innovativeness, and entrepreneurship as the sources of new products and new venture businesses. (Plus-minus letter grade only.)

MKTG 689 New Product Marketing and Launch (Units: 3)

Prerequisites: MKTG 431, MKTG 688; restricted to senior Marketing majors.

Students use consumer insights to refine existing product concepts, develop branding elements, forecast sales, determine the Net Present Value, and develop a Marketing Plan. The Marketing Plan will involve pricing, promotion (advertising, sales, public relations, and social media), and retailing components. (Plus-minus ABC/NC, CR/NC)

MKTG 699 Independent Study (Units: 1-3)

Prerequisite: Consent of instructor, adviser, and department chair.

Intensive problem analysis under the direction of a marketing faculty member. Open only to upper division students who have demonstrated ability to do independent work. [CSL may be available; consult index for page reference.]

MKTG 820 Digital Marketing (Units: 3)

Prerequisite: Graduate standing; BUS 787.

The use of digital marketing tools and techniques such as websites, online advertising, search engine marketing, social media, mobile marketing, content marketing, and email marketing to acquire, convert, retain, and grow customers. The marketing approach in the course is data-driven. (Plus-minus AB/NC)

MKTG 860 Strategic Marketing (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Survey of marketing strategy focusing on the development of marketing plans for product markets, including analyses of external, competitive, customer and internal environments, target market selection, statement of differentiation and positioning, product, pricing, communication and promotion. (Plus-minus letter grade)

MKTG 861 Consumer Behavior Seminar (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Psychology and social sciences' contribution to understanding and predicting consumer behavior. Theories of motivation, clinical and statistical approaches to analysis of motivation, systems and models in predicting consumer response, and applications in advertising and personal selling. (Plus-minus letter grade only)

MKTG 862 Seminar in Advertising (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Influence and communication forces of advertising in light of changing economic, social and governmental conditions; quantitative aspects of advertising problems. (Plus-minus letter grade)

MKTG 864 Seminar in Marketing Research (Units: 3)

Prerequisites: BUS 782 and BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Review basic research process and design; introduction to advanced topics in marketing research including multivariate analysis techniques. Emphasis on application; extensive use of computer spreadsheet and statistical packages. (Plus-minus letter grade only)

MKTG 867 Public Relations (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Management function that enables organizations to communicate with internal and external audiences to build and maintain mutually beneficial relations; ethical and legal issues in public and media relations. (Plus-minus letter grade only)

MKTG 875 Brand Management (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Concepts, principles, theories and strategies used to manage brands in a competitive environment. (Plus-minus letter grade only)

MKTG 880 Seminar in International Marketing Management (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

International market entry and expansion, organizing for world marketing management, financial and legal factors affecting world marketing management, world marketing strategy, and long-range planning and policy formulation. (Plus-minus letter grade only)

MKTG 885 Marketing of High-Technology Products and Services (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

High-tech products and services are characterized by high levels of market, technology and competitor uncertainty. For such turbulent environments, this course will synthesize decision frameworks and strategies that reflect best-practices in the area of high-technology marketing. (Plus-minus letter grade only)

MKTG 888 Product Development and Management (Units: 3)

Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Identifies innovative marketing strategies, familiarizes student with product development and management processes for creating new products and bringing them to the market. Professional marketing plans for new or existing products. (Plus-minus letter grade only.)

MKTG 899 Independent Study (Units: 1-3)

Prerequisites: Consent of instructor, adviser, and department chair.

Intensive study of a particular problem under the direction of a marketing faculty member. Open only to graduate students of demonstrated ability to do independent work. (Plus-minus letter grade only) [CSL may be available; consult index for page reference.]