Marketing (MKTG)

Courses

MKTG 2101. Marketing Management. 3 Credit Hours.
Introduction to the role of marketing in the U.S. economy and within the firm. The interaction of marketing with other business functions and with society. The course focuses on the components of marketing strategy including analyzing what markets and needs the firm will serve; deciding when, where, and how the firm will meet these needs; and understanding why (i.e., a compelling business reason) the firm should implement a strategy. Includes the study of marketing mix development issues, including product development and management; pricing; integrated communications and promotion; distribution, logistics, and supply-chain management; as well as other decisions involved in this process. NOTE: A Marketing Major or Minor must earn a C in the course.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

MKTG 2511. Marketing for the Sustainable Enterprise. 3 Credit Hours.
Sustainable marketing is a paradigm which extends the boundaries of traditional marketing. This course focuses on how both for-profit and not-for-profit organizations learn to innovate, develop, produce, promote, distribute, and reclaim products and services in new ways that reduce waste and pollution and benefit all stakeholders. In addition to modifications of marketing activities to reduce environmental impact, the course considers marketing's role in corporate social responsibility (including ethical considerations) and social marketing agendas (such as health and community issues). NOTE: Marketing Majors and Minors can take this course as an upper-level major/minor elective.


Repeatability: This course may not be repeated for additional credits.

MKTG 2901. Honors Marketing Management. 3 Credit Hours.
Introduction to the discipline of marketing. The nature of marketing activities in contemporary society and the firm. Study of marketing mix variables and decision processes involved in corporations and public agencies. Concepts from economics, behavioral sciences, and modern systems theory are incorporated. NOTE: Open only to business designated honors students or with special permission. May be used to meet the marketing requirement of the Fox School of Business and Management. A Marketing Major or Minor must earn a C in the course.


Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

Course Attributes: HO

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.
MKTG 3501. Integrated Marketing Communications. 3 Credit Hours.
Marketing 3501 is an intermediate level undergraduate marketing course which introduces students to the field of advertising by taking an integrated marketing communications (IMC) perspective. While advertising is the major focus of the course, IMC also plays a critical role as the course develops perspectives on the process of advertising, promotions, and media working together as a part of the overall marketing strategy. Topics include setting advertising objectives and budgets, client-agency-media relations, demand stimulation, media selection and evaluation, and the social responsibilities and regulation of advertising at the level of the firm and of the industry. NOTE: Prior to Spring 2009, this course was titled "Advertising."


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

MKTG 3502. Information Management for Marketing Strategies. 3 Credit Hours.
Information has become a valuable strategic asset and successful management of market information is essential for a firm's sustained profitability; this information allows marketers to not only know who their customers are, what they are buying, but also what they want to buy. This course provides an introduction to the principles of data management that underlie organizations in the digital information age. The course analyzes the strategic role played by information and allows students to develop the skills required to manage information by using databases. The course considers marketing applications to illustrate the multiple uses of information stored in databases. Particularly, the course considers how to organize and manage available information assets to address specific strategic objectives and needs. Note: Marketing Majors must earn a grade of C or better for this course to count towards the major requirement.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (STAT 2103|Minimum Grade of C|May not be taken concurrently
OR STAT 2903|Minimum Grade of C|May not be taken concurrently
OR STAT 2104|Minimum Grade of C|May not be taken concurrently
OR STAT 2101|Minimum Grade of C|May not be taken concurrently
AND STAT 2102|Minimum Grade of C|May not be taken concurrently
OR STAT 2901|Minimum Grade of C|May not be taken concurrently
AND STAT 2902|Minimum Grade of C|May not be taken concurrently
OR STAT 2512|Minimum Grade of C|May not be taken concurrently
OR MATH 3031|Minimum Grade of C|May not be taken concurrently)

MKTG 3504. Sales and Sales Management. 3 Credit Hours.
This course provides a brief introduction to the behavioral aspects of personal selling and a discussion of sales management. Course topics include: recruiting, selection, training, motivation, compensation, control, and the strategy of matching the sales effort to the sales task.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.
MKTG 3505. Entrepreneurial Marketing. 3 Credit Hours.
This course provides entrepreneurs, and aspiring entrepreneurs, with an understanding of marketing for new and small enterprises; it addresses marketing strategies particularly relevant for such enterprises. Students apply marketing concepts to new and small enterprises, such as creating and nurturing relationships with new customers, suppliers, distributors, employees and investors; and learn about the special challenges and opportunities involved in developing marketing strategies from the ground up. This course requires students to blend theory with practice to develop a comprehensive entrepreneurial marketing plan.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

MKTG 3506. Value Delivery Networks in Marketing. 3 Credit Hours.
This course provides a critical analysis of Value Delivery Networks in marketing; there is a focus on retailing strategies as well as how firms use the Internet and other digital platforms to expand markets, service customers, and increase sales. The course explores critical supply chain issues involved in commerce including inventory management, transportation, procurement (including outsourcing) and warehousing issues which occur in marketing management. Marketing Majors must earn a grade of C or better for this course to count towards the major requirements.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.

MKTG 3507. Direct Marketing. 3 Credit Hours.
This course introduces students to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fund raising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. The course addresses how direct marketing varies from other forms of marketing and where its practice is most appropriate. Additionally, the course covers the practical challenges firms face as they seek to develop direct marketing programs for direct sale, lead generation or traffic generation using various direct marketing media such as: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, Internet, inserts, videos, e-mail and trade shows. Various approaches for stimulating action and the measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed. NOTE: Prior to Spring 2009, this course was titled "Direct Marketing & E-Commerce Channels." Marketing Majors must earn a grade of C or better for this course to count towards the major requirements.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.

MKTG 3508. Digital Marketing. 3 Credit Hours.
Digital technologies have become an integral component of daily life for many firms and consumers. Although digital marketing is an important part of business strategy, the dynamic nature of technology and consumer culture raises many strategic and social challenges. This course examines the theories and concepts underlying the use of information and communication technology by firms and consumers, and challenges students to critique and utilize digital tools and social media, including Twitter, Facebook, online reviews, blogs, paid search, digital advertising, and online promotions. The identification of critical success factors and best practices are central to the course, as are methods for analyzing marketing effectiveness. The course examines the theory and realities of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.


Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.
MKTG 3509. Customer Data Analytics. 3 Credit Hours.
This course teaches students how to make use of Marketing Metrics: the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of data collection, warehousing technologies, marketing information systems, data mining, and customer relationship management. Particular attention is paid to interpretation of quantitative data (Marketing dashboards).

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently
OR STAT 2903|Minimum Grade of C-|May not be taken concurrently
OR STAT 2104|Minimum Grade of C-|May not be taken concurrently
OR STAT 2101|Minimum Grade of C-|May not be taken concurrently
AND STAT 2102|Minimum Grade of C-|May not be taken concurrently
OR STAT 2901|Minimum Grade of C-|May not be taken concurrently
OR STAT 2902|Minimum Grade of C-|May not be taken concurrently
OR STAT 2512|Minimum Grade of C-|May not be taken concurrently
OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)

MKTG 3511. Marketing Research. 3 Credit Hours.
This course covers methods for collecting, analyzing, and interpreting data relevant to the marketing decision-making process. The course focuses on structuring marketing problems in terms of specific research questions, understanding primary and secondary sources of marketing research data (including issues in data collection), using specific techniques for analyzing marketing research data, and using these analyses to make better marketing management decisions. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently
OR STAT 2903|Minimum Grade of C-|May not be taken concurrently
OR STAT 2104|Minimum Grade of C-|May not be taken concurrently
OR STAT 2101|Minimum Grade of C-|May not be taken concurrently
AND STAT 2102|Minimum Grade of C-|May not be taken concurrently
OR STAT 2901|Minimum Grade of C-|May not be taken concurrently
OR STAT 2902|Minimum Grade of C-|May not be taken concurrently
OR STAT 2512|Minimum Grade of C-|May not be taken concurrently
OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)

MKTG 3512. Professional Selling. 3 Credit Hours.
Professional selling introduces and develops student understanding of and application of professional selling practices and philosophies at an introductory level. The course takes an in-depth look into the professional sales process and its application in a sales career across various industries as well as in daily life. Sales ethics, account relationship management and basic professional networking are also included. Note: A Marketing Major or Minor must earn a C in the course.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently.
MKTG 3553. International Marketing. 3 Credit Hours.
This course identifies and addresses the challenges of marketing and analysis of the internal marketing system of countries with various types of political-economic structures. The strategic impact of economic, cultural, political, and legal differences on marketing are emphasized while issues of international product, price, promotion, and distribution issues are also considered. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently.

MKTG 3580. Special Topics - Marketing. 3 Credit Hours.
Special topics in current developments in the field of marketing.


Repeatability: This course may be repeated for additional credit.

Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

MKTG 3581. Marketing Internship/Co-Operative Experience. 3 Credit Hours.
The course is designed for students who have a Marketing Internship or Co-op Experience which has been reviewed and approved by the department. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(MKTG 3596|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3511|Minimum Grade of C|May be taken concurrently)

MKTG 3582. Independent Study. 1 to 6 Credit Hour.
Readings and/or papers under supervision of a faculty member. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
(MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently)
AND (MKTG 3511|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3596|Minimum Grade of C|May not be taken concurrently)
MKTG 3596. Consumer and Buyer Behavior. 3 Credit Hours.
This course provides a survey and integration of concepts, theories, and frameworks that help explain the behavior of consumers. Topics include: perception, product knowledge and involvement, decision making, learning, conditioning, and social influences such as culture, micro-culture, and social class. The course emphasizes the use of these concepts in developing marketing strategies. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501. Students must earn a grade of C in this course if they are using it to fill the writing intensive course requirement for their degree.

College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently.

MKTG 3682. Independent Study. 1 to 6 Credit Hour.
Readings and/or papers under supervision of a faculty member. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
MKTG 2101|Minimum Grade of C|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently
OR MK01 Y|May not be taken concurrently.

MKTG 3999. Honors Thesis I. 1 to 3 Credit Hour.
The first of a two-part sequence of courses in which independent research is conducted under the supervision of a thesis advisor from the Marketing department resulting in a substantial piece of original research, roughly 30 to 50 pages in length upon completion of Marketing 4999. The student must publicly present his/her findings at a Temple University Research Forum session or the equivalent during one of the two semesters during which these courses are undertaken.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

Course Attributes: HO

Repeatability: This course may be repeated for additional credit.

MKTG 4501. Marketing Strategy. 3 Credit Hours.
This course is designed to provide an opportunity for students to integrate material introduced, reinforced, and applied in Marketing and other business courses. This course explores how firms develop and implement marketing strategies to ensure their long-term survival and growth; in essence, this is an applications course and active student participation is required to demonstrate ability to understand and solve marketing problems. NOTE: This is the capstone course for Marketing majors who were admitted as freshmen in fall 2008 or after and transfer students admitted fall 2010 or after. It is strongly recommended for students in their senior year. As suggested by the curriculum path, students should take MKTG 4501 in their final semester; ideally after (or with) BA 4101 as it makes heavy use of core management strategy theories and tools. This course MAY NOT be taken in the same semester as any Marketing CORE (3509, 3511, 3596, 3553) course.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
(MKTG 3596|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3509|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3511|Minimum Grade of C|May not be taken concurrently)
AND (MKTG 3553|Minimum Grade of C|May not be taken concurrently)
OR IB 3553|Minimum Grade of C|May not be taken concurrently)
MKTG 4999. Honors Senior Thesis II. 1 to 3 Credit Hour.
Independent research conducted under the supervision of a thesis advisor from the Marketing Department resulting in a substantial piece of original research, roughly 30 to 50 pages in length. Student must publicly present his/her findings at a Temple University Research Forum session or the equivalent if this was not done in Marketing 3999.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Marketing.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

Course Attributes: HO

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
MKTG 3999|Minimum Grade of C-|May not be taken concurrently.