

Marketing (MKTG)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

MKTG 2101. Marketing Management. 3 Credit Hours.

Explains the role of marketing in the U.S. economy and within the firm, including the interaction of marketing with other business functions, as well as with society. The course introduces students to the concepts, methods, and activities that comprise modern marketing management and provides examples as well as experiences analyzing and addressing marketing issues. Marketing Management focuses on the components of marketing strategy which comprises analyzing what markets and needs the firm will serve; deciding when, where, and how the firm will meet those needs; and understanding why (i.e. a compelling business reason) the firm should implement such a strategy. Includes the study of marketing-mix development issues, such as product development and management; pricing; distribution, logistics and supply-chain management; integrated marketing communications and promotion; plus other decisions involved in this process. Note: Marketing majors must earn a grade of C or better in this course.

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

Pre-requisites: Minimum grade of C- in (ECON 1101, ECON 1901, ECON 1102, or ECON 1902)

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: Minimum grade of C- in (ECON 1101, ECON 1901, ECON 1102, or ECON 1902)

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: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

MKTG 3502. Data Management for Business Strategies. 3 Credit Hours.

With significant advances in technology, most organizations collect enormous amounts of data, ranging from markets to customers. Managing data on this scale and converting it into knowledge to facilitate decision making presents exciting new challenges. The underlying principles of data management are often similar, whether used in data analytics and business intelligence, enterprise resource planning (ERP), customer relationship management (CRM) or other aspects of marketing. This course aims to facilitate transformation of everyday business activities into a relational database system, from which information can be extracted in a systematic manner. In particular, students will learn how to organize and manage data with emphasis on maintaining data consistency, and minimizing data redundancy. Students will be introduced formally to conceptual modeling and data normalization in relational databases. In the second part, students will learn how to write queries in SQL and Microsoft Access to extract data that is relevant for answering marketing questions and developing marketing strategy. Finally, students will apply each of these skills in developing a database solution for a real-world business problem, using Microsoft Access. Note: 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: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (STAT 2103, STAT 2903, STAT 2104, (STAT 2101 and STAT 2102), (STAT 2901 and STAT 2902), STAT 2512, or MATH 3031)

MKTG 3504. Professional Selling and Sales Management. 3 Credit Hours.

This course provides an introduction to the behavioral aspects of personal selling and introduces frameworks for sales management. Course topics include: recruitment, selection, training, motivation, compensation, control and the strategy of matching the sales effort to the sales task. This course not only reflects a more analytical and scientific approach but also presents current and future challenges, opportunities, and proposed solutions to critical sales and sales management issues. Sales and sales management principles learned here can be applied to any industry that employs sales forces of any size. NOTE: Prior to Fall 2023, this course was titled "Sales and Sales Management".

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

Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

MKTG 3506. Retail Management. 3 Credit Hours.

The course involves a study of retailing as a marketing institution from the standpoint of management. Topics covered include the store location, layout and facilities, policy formulation in the areas of procurement and outsourcing, merchandising, warehousing, pricing, inventory planning and controlling, transportation, sales promotion, customer service, and general management problems. Retail Management covers the role of intermediaries and strategies, as well as how firms use the Internet and other digital platforms to expand markets, service customers, and increase sales. Marketing majors must earn a grade of C or better for this course to count towards the major requirements. NOTE: Prior to Fall 2023, the course title was "Value Delivery Networks in Marketing."

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

Pre-requisites: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in CRMK01, or 'Y' in CRMK02)

MKTG 3508. Digital Marketing. 3 Credit Hours.

Digital technologies are an integral component of daily life for 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 societal 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, including social media platforms, online reviews, inbound marketing and blogs, paid search, digital and programmatic advertising, search engine optimization, email marketing, mobile marketing and online promotions. The identification of critical success factors and best practices are central to the course, as are digital analytics and other methods for analyzing market 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: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

MKTG 3509. Customer Data Analytics. 3 Credit Hours.

This course teaches students how to model customer data to more profitably target the organization's marketing efforts. Includes the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of customer lifetime value and customer relationship management. Particular attention is paid to the interpretation and modeling of quantitative data (e.g., RFM models, decision trees and logistic regression). Students build and develop skills in IBM's SPSS platform. Note: Marketing majors must earn a grade of C or better for this course to count towards the major requirement.

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

Pre-requisites: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (STAT 2103, STAT 2903, STAT 2104, (STAT 2101 and STAT 2102), (STAT 2901 and STAT 2902), STAT 2512, or MATH 3031)

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 (including Qualtrics and SPSS) for analyzing marketing research data, and using analyses to make better marketing management decisions. Note: Marketing majors must earn a grade of C or better for this course to be eligible to take the capstone Marketing course 4501.

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

Pre-requisites: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (STAT 2103, STAT 2903, STAT 2104, (STAT 2101 and STAT 2102), (STAT 2901 and STAT 2902), STAT 2512, or MATH 3031)

MKTG 3513. Service Marketing. 3 Credit Hours.

This course aims to help students understand the practical implications of the unique characteristics of services and service provision and to develop their skills to cope with the challenges of marketing and managing a service. Building upon, and expanding marketing management concepts and models, this course demonstrates how they apply to the services sector. This course focuses on the distinctive characteristics and problems of marketing in service organizations and for any organization developing and marketing services as part of its business portfolio. It helps students understand why and how services require a distinctive approach to marketing strategy - both in its development and in its execution. This course uses problem solving techniques by examining cases from commercial and not-for-profit organizations such as banking, transportation, hotels, tourism, hospitals, education and professional services such as accountancy, engineering, and management consultancy. This course is appropriate for any student seeking a follow-up course to the basic marketing course, and particularly relevant for those planning in marketing careers with service firms or organizations with a strong commitment to customer service.

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

Pre-requisites: Minimum grade of C in (MKTG 2101 or MKTG 2901)

MKTG 3514. Sustainable Consumer Centric Innovation. 3 Credit Hours.

Sustainable marketing is at the forefront of management in organizations throughout the world and extends the boundaries of traditional marketing with an increased focus on a firm's responsibilities, its impact on society and the environment. This course evaluates the role of marketing in sustainability by examining how firms create value, reduce risk, and build sustainable thinking and processes into marketing activities and strategies. Marketing plays a key role in how an organization responds to opportunities and threats that arise from social, economic and environmental change. In addition to reviewing marketing activities designed to address environmental impact, the course considers the role of marketing in addressing corporate social responsibility (including ethical considerations) and social marketing priorities (such as health and community issues). Note: Students cannot receive credit for both MKTG 3514 and the previously offered MKTG 2511.

Course Attributes: SF

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

Pre-requisites: Minimum grade of C in (MKTG 2101 or MKTG 2901)

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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02)

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: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

MKTG 3581. Marketing Internship/Co-Operative Experience. 3 Credit Hours.

This course - not offered every semester and only offered at the discretion of the department - 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 and MKTG 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: Minimum grade of C in (MKTG 3596 or 'Y' in CRMK06) and (MKTG 3511 (may be taken concurrently) or 'Y' in CRMK04)

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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02), (MKTG 3511 or 'Y' in CRMK04), and (MKTG 3596 or 'Y' in CRMK06)

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.

Course Attributes: WI

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

Pre-requisites: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (BA 2196 (may be taken concurrently), BA 2996 (may be taken concurrently), ADV 1196 (may be taken concurrently), JRN 1196 (may be taken concurrently), or PR 1496 (may 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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02)

MKTG 4501. Marketing Strategy. 3 Credit Hours.

This course provides an opportunity for students to integrate and apply material introduced and reinforced in Marketing and other business courses. This course explores how firms develop and implement marketing strategies to ensure long-term survival and growth. This is an applications course and active student participation is required to demonstrate ability to understand and solve complex marketing problems. NOTE: This is the capstone course for Marketing majors. 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, 3553, 3596) 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: Minimum grade of C in (MKTG 3596 or 'Y' in CRMK06), (MKTG 3509 or 'Y' in CRMK03), and (MKTG 3511 or 'Y' in CRMK04)