# Marketing (MKTG)

## Courses

**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:**

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 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. Within the triple bottom line framework this course applies an experiential learning method to put you to task, applying these concepts to real life situations. 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.
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.

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 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.


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 aspiring entrepreneurs with an understanding of marketing for new and small enterprises. It addresses marketing strategies particularly relevant for entrepreneurial enterprises, whether in a small company, large company, or non-profit organization. This class is a combination of academic lectures and ‘real world’ activity. Students learn entrepreneurial techniques such as opportunity assessment, proactive marketing, innovative marketing communication, resource management, and value creation with an emphasis on digital marketing techniques. During the course, teams assist these organizations to raise money, build awareness, improve social media, create marketing plans or actually volunteer with the organization.


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 (VDN) in marketing. VDN focuses on 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. The course explores critical supply chain issues in Marketing Management including inventory management, transportation, procurement, 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 student to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fundraising, 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, as well as 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. Various approaches for stimulating action and the measureability and accountability of direct marketing and its relationship to the total marketing mix are stressed. 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.
**Marketing (MKTG)**

**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:**
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 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.

**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 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.

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 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.
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:
(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)
AND (BA 2196|Minimum Grade of C|May be taken concurrently
OR BA 2996|Minimum Grade of C|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:
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 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:
(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.