MARKETING (MKTG)

MKTG 121. Principles of Marketing. (3 Credits)
MKTG 131. Principles of Marketing. (3 Credits)

studies the basics of the role of marketing in society and within the firm. This course covers marketing history, the present day practices, and future projections. 3 credits.

Prerequisite: None

Offered at: CUAA, CUW, OL

MKTG 221. Principles of Marketing. (3 Credits)
MKTG 223. Public Relations. (3 Credits)

surveys the techniques and procedures used to secure publicity in business and politics, as well as manage responses to public issues affecting the publicity-seeking business, person, or organization. Topics: publics, media use, message preparation and dissemination, strategy, and ethical and legal concerns. Crosslisted as COMM 223. 3 credits.

Prerequisite: None

Offered at: CUW, OL

MKTG 251. Nonprofit Marketing. (3 Credits)
MKTG 304. Retail Management. (3 Credits)

examines the interrelationships of all retail business activity. Since retailing involves the sale of goods and services to the ultimate consumer for personal, family, or household use, the strategic processes of determining location, buying, stock control, merchandising, accounting, finance, and organization are presented within that context. 3 credits.

Prerequisite: MKTG 131.

Offered at: CUAA, CUW, OL

MKTG 314. DISTRIBUTION CHANNELS. (3 Credits)
MKTG 316. PRIN OF INSUR & INVEST. (3 Credits)

MKTG 325. Promotion & Advertising. (3 Credits)

analyses current advertising procedures. Topics include methods of approach and appeal; basic campaign strategy, copy, visualization and layout; mechanical production; relationship of behavioral sciences to advertising, their use and selection; packaging, brand identification and promotion; and market research, ethics, and consumer protection. 3 credits.

Prerequisite: MKTG 131.

Offered at: CUW

MKTG 326. ADVERTISING COPYWRITING. (3 Credits)

MKTG 335. PROFESSIONAL SELLING. (3 Credits)

MKTG 345. E-Commerce. (3 Credits)

examines from a marketing perspective the impact, challenges, opportunities, and costs of using the internet and intranets as integral tools in business, including business-to-business (B2B) and business-to-consumer (B2C) operations. Topics covered in the course include benefits and limitations of e-commerce (EC), e-tailing, B2B EC, effect of EC on customer relations, EC and procurement, EC and inventory management, EC payment systems, legal and ethical concerns. The focus of the course is on EC within the discipline of marketing; however, the course will also briefly review web page design and maintenance, web programming principles, and web software agents. 3 credits.

Prerequisite: MKTG 131.

Offered at: CUAA, CUW, OL

MKTG 360. BUSINESS INTERN-PRACT. (1-6 Credits)
MKTG 365. CONSUMER BEHAVIOR. (3 Credits)
MKTG 370. DISTRIBUTION CHANNELS. (3 Credits)
MKTG 399. Marketing Internship. (6 Credits)

Offered at: CUW

MKTG 422. Marketing Management. (3 Credits)

studies the integrated management of all aspects and components of the marketing function. It also studies how the marketing function interrelates with the other major functions of a business. Topics covered: marketing mix and how adjustments of the mix can provide solutions to marketing problems, how leadership (marketing management) affects marketing practices, marketing planning, marketing resource allocation, marketing information systems, analyzing consumer and business markets, market segmentation and forecasting, marketing strategies, managing product lines and brands, pricing, channel selection and management, marketing communications. 3 credits.

Prerequisites: MKTG 131, ECON 231, and ECON 222.

Offered at: CUAA, CUW, OL

MKTG 426. Marketing Research. (3 Credits)

presents the methods and measurements appropriate for deriving meaning for problems concerned with decisional research. Cases demonstrate the concepts and techniques of decisional research constrained by time and economic considerations. 3 credits.

Prerequisites: MKTG 131 and BUS 315 or instructor approval.

Offered at: CUW, OL

MKTG 434. MARKETING SERVICES. (3 Credits)
MKTG 436. PURCHASING MANAGEMENT. (3 Credits)
MKTG 438. NON-PROFIT MARKETING. (3 Credits)
MKTG 440. International Marketing. (3 Credits)

studies marketing principles from an international perspective; examining the problems, opportunities, considerations, and public policies particular to marketing across national boundaries. This course focuses on applying sound marketing principles to international situations. Therefore, emphasis will be placed on case analysis, and acquiring detailed information about the country or region where a firm might engage in international marketing. 3 credits.

Prerequisites: ECON 231, FIN 300, and MKTG 131.

Offered at: CUAA, CUW, OL

MKTG 450. MARKETING RESEARCH. (3 Credits)
MKTG 460. MARKETING ELECTIVE. (3 Credits)