

# Marketing (MKTG)

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**MKTG 3320 Responsive Web Site Design 3 SCH (3-0)**

Methods and techniques of developing a moderately complex web site; after the foundation language has been established, the aid of the web editor will be introduced. Prerequisite: Junior standing.

**MKTG 3324 Principles of Marketing 3 SCH (3-0)**

Examination of marketing of goods and services by organizations and individuals in a free-enterprise economy. Topics covered include product, channels, price, promotion, consumer behavior, the legal and other uncontrollable environments and research, international marketing, strategy and control.

**MKTG 3330 Transportation 3 SCH (3-0-0)**

Foundation for transportation operations, transportation management, strategy formation, technology deployment, international operations, transportation services selection and performance evaluation.

**MKTG 3332 Merch Buying & Assort Planning 3 SCH (3-0-0)**

Basic accounting methods and financial management of retail inventory. Interpretation and use of data related to buying, control, assortment planning and merchandise allocation. Prerequisite: Junior Standing.

**MKTG 3360 Sales 3 SCH (3-0)**

The personal selling process and the use of a professional, customer-oriented, problem-solving approach in selling situations. The sales job, selection of salespeople, sales training programs and coordination/control of the sales function. Development of fundamentals of professional selling skills. Prerequisite: MKTG 3324.

**MKTG 3364 Integrated Marketing Comm 3 SCH (3-0)**

Demand-stimulation processes of all elements of the promotional mix at all levels of the channel of distribution. Analysis of theoretical models and pragmatic applications of promotion in an organization. Prerequisite: MKTG 3324.

**MKTG 3365 Marketing Research 3 SCH (3)**

Marketing research methods as applied to management problems involving marketing strategy and policy formulation, and economic-industry-firm-sales forecasts. Prerequisites: BUAD 3265 and MKTG 3324.

**MKTG 3369 Consumer Purchas and Motivation 3 SCH (3-0)**

Analysis and evaluation of the consumer's position in the marketing structure including patterns of consumer behavior and the psychological, social and cultural forces that underlie such patterns. Prerequisite: MKTG 3361.

**MKTG 3370 Online Marketing 3 SCH (3-0)**

Combines traditional marketing (situation analysis, marketing planning, and marketing implementation) with the enhanced capabilities of electronic resources. Emphasis on student group application through use of on-line exercises and critical analysis of existing Web sites. Computer literacy expected. Prerequisite: MKTG 3324.

**MKTG 3375 Warehouse & Inventory Mgmt 3 SCH (3-0-0)**

Fundamental concepts and best practices of warehouse and inventory management.

**MKTG 4310 Retail Marketing Management 3 SCH (3-0)**

Analysis and conceptualization of the relationship among channel of distribution members, emphasizing the merchandising function of retail store management. Introduce applications of electronic commerce to retailing practice. Prerequisite: MKTG 3324.

**MKTG 4321 Negotiation/Dispute Resolution 3 SCH (3-0)**

Emphasis on fundamental skills in the art of negotiation across a variety of settings, including business, law, marketing, sales; basics of both collaborative and competitive approaches including planning tools and techniques. Prerequisite: MKTG 3324.

**MKTG 4330 Promo Strategies in Merch 3 SCH (3-0-0)**

Overview of promotional activities as they support the merchandising function; emphasis on planning, creating, and evaluating visual displays and other promotional materials. Prerequisite: Junior Standing.

**MKTG 4331 Cultural Influences on Merch 3 SCH (3-0-0)**

Impact of cultural and societal diversity on merchandise meaning, consumer choices, and consumer behavior with emphasis on fashion and dress. Prerequisite: Junior Standing.

**MKTG 4334 Product Development 3 SCH (3-0-0)**

Examination of processes related to forecasting, product planning, sourcing, technology, pricing, product methods, and branding strategies for retail consumer goods. Prerequisite: Junior Standing.

**MKTG 4335 Supply Chain Management 3 SCH (3)**

Purchasing; supplier relationship and supply chain management; inbound and outbound logistics. Role of technology in managing the supply chain. International logistics. Prerequisite: MKTG 3324.

**MKTG 4336 Sust & Global Sourcing 3 SCH (3-0-0)**

Examination of the textile and apparel industry within the context of sustainability of supply chain and global sourcing practices; emphasis on current political, and economic developments in the international marketplace. Prerequisite: Junior standing

**MKTG 4340 Internship in Marketing 3 SCH (0-3)**

An off-campus learning experience allowing the acquisition and application of marketing skills in an actual work setting. Prerequisite: approval of the department chair.

**MKTG 4345 Contracts & Documentation 3 SCH (3-0)**

Provides the foundation to write and understand the proper use of the contracts and documentation required throughout the supply chain. Prerequisites: MKTG 3320 and MKTG 3332.

**MKTG 4350 Consumer Behavior 3 SCH (3-0)**

Analysis and evaluation of the consumer's position in the marketing structure including patterns of consumer behavior and the psychological, social and cultural forces that underlie such patterns. Prerequisites: MKTG 3324 and MKTG 3365.

**MKTG 4354 Sustainable Marketing 3 SCH (3)**

Marketing as a role player in the creation of a more sustainable society. Tools to optimize marketing decisions with respect to the natural environment, human well-being and profits. Prerequisite: MKTG 3324.

**MKTG 4362 Marketing Res and Forecasting 3 SCH (3-0)**

Marketing research methods as applied to management problems involving marketing strategy and policy formulation and economic-industry-firm-sales forecasts. Prerequisites: MKTG 3361 and BUAD 3355.

**MKTG 4363 Global Marketing 3 SCH (3-0)**

Examines marketing in other countries, the marketing implications of cultural and environmental differences, international marketing research, and adaptation of product, price, promotion, and distribution decisions to international environments. Topics include international trade theory and the multinational firm. Prerequisite: MKTG 3361.

**MKTG 4390 Marketing Mgmt and Analytics 3 SCH (3-0)**

Capstone Marketing course for majors. Marketing functions in the firm and marketplace from the viewpoint of the marketing manager. Concepts and analytical tools used by marketing managers. Prerequisites: MKTG 3324, MKTG 3364 and MKTG 4350; senior standing.

**MKTG 4395 Special Topics in Marketing 1-3 SCH (1-3-0)**

Special studies in marketing. May be repeated for credit. Prerequisite: consent of instructor.