

MARKETING (MKT)

MKT 100. Principles of Marketing. (3 Credits)

Presents principles, methods, and problems involved in marketing to consumers and organizational buyers. Discusses problems and policies connected with distribution and sale of products, pricing, promotion, and buyer motivation. Examines variations of marketing research, legal, social, ethical, e-commerce, and international considerations in marketing. Lecture 3 hours per week. Total 3 hours per week.

MKT 160. Marketing for Small Business. (3 Credits)

Presents the development of the marketing mix for a small business. Includes areas such as product development, pricing, promotion, salesmanship, customer relations, and consumer behavior. Lecture 3 hours per week. Total 3 hours per week.

MKT 201. Introduction to Marketing. (3 Credits)

Introduces students to the discipline of marketing and the need to create customer value and relationships in the marketplace. Presents an overview of the marketing principles and management strategies, along with the analytical tools used by organizations in the creation of a marketing plan. Lecture 3 hours per week. Total 3 hours per week.

MKT 209. Sports, Entertainment, and Recreation Marketing. (3 Credits)

Builds on the principles of marketing to introduce the more specific importance and specialization of Sports, Entertainment and Recreation (SER) marketing. Emphasizes the SER industries as they relate to the economics, business structure, product development, branding, pricing strategies, distribution strategies, integrated communications, ethics, and research. Lecture 3 hours per week. Total 3 hours per week.

MKT 282. Principles of E-Commerce. (3 Credits)

Studies on-line business strategies, and the hardware and software tools necessary for Internet commerce. Includes the identification of appropriate target segments, the development of product opportunities, pricing structures, distribution channels and execution of marketing strategies. Lecture 3 hours per week. Total 3 hours per week.

MKT 284. Social Media Marketing. (3 Credits)

Surveys the use of social networks and online communities such as blogs, wikis, virtual events that allow companies to expand their interaction with customers and develop relationships with collaborative communities. Emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customers online. Lecture 3 hours per week. Total 3 hours per week.