MKT 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.
May be repeated without limit.

MKT 2100. Principles of Marketing. 3 Hours.
Introduces the fundamentals of marketing management, including
marketing strategy, consumer decision making, market segmentation
and targeting, product, promotion, distribution, and pricing strategies.
Emphasizes the importance of ethical behavior in marketing in both profit
and nonprofit organizations operating at a domestic or a global level.

MKT 2220. Consumer Behavior. 3 Hours.
Examines the major theoretical approaches to consumer behavior.
Examines how the concepts of affect and cognition, behavior, and
learning can be used to design and execute an effective marketing
strategy in an environment that is more consumer empowered.
Understanding the decision-making process, attitude, and behavior
of buyers, as well as the impact of the environment, is essential to
developing marketing plans in which sophisticated customer relationship
management approaches are dependent upon knowing the customer
needs and motives. Offers students an opportunity to gain a better
understanding of their own buying behavior.

MKT 2700. Product Design and Development. 3 Hours.
Introduces the methods used by companies to design and develop new
products. New product development is a process that requires cross-
functional collaboration and inter-disciplinary skills, which requires
students to be exposed to concepts and analytical methods from a
variety of disciplines, including marketing, project management, supply
chain management, design and manufacturing, and cost accounting.
Students are provided an opportunity to work individually and in teams
to solve real business challenges, designing and developing products, as
well as formulating strategies on how to improve their market success.

MKT 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.
May be repeated without limit.

MKT 3010. Digital Marketing. 3 Hours.
Explores the development of an effective digital marketing plan, which
requires engaging customers at every touchpoint. Discusses the use
of social media, how to plan for the best search engine optimization
strategy, as well as display advertising, content marketing, and email
marketing. Students work on real projects requiring different business-
to-business or business-to-consumers marketing methods, tactics, and
strategies.

MKT 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.
May be repeated without limit.

MKT 4955. Project. 1-4 Hours.
Focuses on in-depth project in which a student conducts research or
produces a product related to the student's major field. May be repeated
without limit.

MKT 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.
May be repeated without limit.

MKT 6962. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.
May be repeated without limit.