MKT 0301. Principles of Marketing. 2 Hours.
Consists of lectures, readings, and small group discussions on the role of marketing in contemporary society, in the business enterprise, and in the nonprofit organization. Considers the planning, operations, and evaluation of marketing and promotional efforts necessary for the effective marketing of consumer and industrial products and services in both profit and nonprofit organizations. Knowledge or prior experience in marketing recommended.

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

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

MKT 4896. Experiential Education Directed Study. 1-4 Hours.
Draws upon the student's approved experiential activity and integrates it with study in the academic major.

MKT 4950. Seminar. 1-4 Hours.
Offers an in-depth study of selected topics.

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 4983. Topics. 1-4 Hours.
Covers special topics in marketing. 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 4991. Research. 1-4 Hours.
Offers students an opportunity to conduct research under faculty supervision.

MKT 4992. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic.

MKT 4993. Independent Study. 1-4 Hours.
Offers students an opportunity to undertake special research.

MKT 4994. Internship. 1-4 Hours.
Offers an opportunity for students to obtain supervised professional experience (related to course work) at an on-site location.

MKT 4995. Practicum. 1-4 Hours.
Provides eligible students with an opportunity for practical experience.

MKT 5976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic.

MKT 5978. Independent Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic.

MKT 5984. Research. 1-4 Hours.
Offers students an opportunity to conduct research under faculty supervision.

MKT 6010. Customer Relationship Management. 4 Hours.
Offers students an opportunity to learn to perform a CRM central needs analysis and outline a CRM plan that integrates all aspects of customer support and relationship management. Adding value by building strong customer relationships is key to the long-term success of almost any company. Understanding the role technology plays in supporting CRM activities is of primary concern. Other topics include vendor selection and barriers to effective implementation.

MKT 6020. Strategic Database Marketing. 4 Hours.
Offers students an opportunity to learn what capabilities various database options can provide and how to capitalize on those capabilities to address marketing challenges. Data-warehousing and data-mining activities are beginning to transform business activity, particularly as it relates to marketing. Knowledge of sophisticated customer relationship management initiatives, including basic list management and good database management, is essential. Topics include database design, scalability, search and retrieval strategies, and marketing-specific applications.

MKT 6030. E-Marketing Solutions. 4 Hours.
Offers students an opportunity to learn advertising techniques and marketing strategies such as ad server networks, viral and banner ads, and Web portals that allow them to use Web marketing to competitively position an organization or enterprise. Explores customer relationship management strategies that integrate the capabilities of relational databases with the customer-access and community-building capabilities of the Web. Successful e-marketing requires a new set of skills, tools, and strategies. Examines how the Web has changed aspects of the value chain and the distribution of goods and services, including disintermediation and reintermediation.

MKT 6040. Competitive Intelligence. 4 Hours.
Offers students an opportunity to learn to use competitive intelligence frameworks to help them insur that strategic and operational decisions are grounded in the realities of the market in which the organization operates and how to use technology to gather and analyze intelligence information from public and private databases, securities analysts, regulatory agencies, and customers. Marketers today compete in a volatile environment, with constant change and aggressive rivalry the norms. Anticipating major change and assessing the intentions of competitors is critical.
MKT 6961. Internship. 1-4 Hours.
Provides students with an opportunity for internship work. 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.

MKT 6964. Co-op. 0 Hours.
Provides eligible students with an opportunity for work experience.

MKT 6966. Practicum. 1-4 Hours.
Provides eligible students with an opportunity for practical experience.

MKT 6970. Seminar. 1-4 Hours.
Offers an in-depth study of selected topics.

MKT 6980. Capstone. 1-4 Hours.
Offers students an opportunity to integrate their course work, knowledge, and experiences into a capstone project.

MKT 6983. Topics. 1-4 Hours.
Covers special topics in marketing. May be repeated without limit.

MKT 6995. 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.