

Marketing - CPS (MKT)

Courses

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.

Prerequisite(s): MGT 1100 with a minimum grade of D- or CMN 1100 with a minimum grade of D- or CMN 1103 with a minimum grade of D- or CMN 2210 with a minimum grade of D- or HMG 1100 with a minimum grade of D-

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.

Prerequisite(s): MKT 2100 with a minimum grade of D-

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 transition of traditional marketing to human-centric marketing in the digital age. Addresses evolving customer needs requiring business to utilize ever-changing technology in digital marketing. Discusses human-centric concepts including power shifts, human connectivity, changes in human lives, and user experience for customers. Offers students an opportunity to develop greater understanding of customer paths, new marketing metrics and practices, omnichannel marketing, customer engagement, and the use of social media.

Prerequisite(s): MKT 2100 with a minimum grade of D-

MKT 3100. Marketing Analytics. (3 Hours)

Examines the basic principles, tools, and models associated with marketing analytics. Emphasizes the development of skills to acquire and monitor marketing data, select the correct analytical methods to solve marketing problems, generate marketing insights, and apply the results of analyses to positively impact an organization's approach to market challenges.

Prerequisite(s): MKT 3010 with a minimum grade of D- ; MTH 2300 with a minimum grade of D-

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.

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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.