

# MARKETING

## Description

The field of marketing includes many different career opportunities such as advertising, distribution, marketing research, customer relationship management, merchandising, marketing communication, retailing, product management, professional selling, and sales management. The management of activities related to the flow of both goods and services from producer to consumer has become increasingly important in this age of consumer-oriented production. This importance has increased the demand for well-qualified persons, both as specialists in technical aspects of marketing and as general marketing managers. New developments are appearing in quantitative analysis of marketing problems, the use of social media, in studies of consumer behavior, in international marketing, and in the social responsibilities of marketing. These developments hold exciting promise for the future.

Academic preparation for some careers is best achieved by combining marketing courses with courses in other departments of the University. Courses within the department include those from the following disciplines: Marketing, Marketing Communication, Distribution Channels, Retailing, Sales Management, Marketing Research, Professional Selling, Marketing Information Systems, Digital Marketing, Consumer Behavior, and International Marketing. Outside the College, courses in psychology, sociology, journalism, mathematics, communication studies, art, and geography may be helpful.

## Other

The Department of Marketing requires and enforces that specific prerequisite requirements be completed by the first class meeting. Concurrent registration in a class that is a prerequisite for another class is **not** allowed. Transfer credit assumes that the prerequisites have been transferred to the University of Nebraska–Lincoln and appear on the transcripts.

The Department of Marketing reserves the right to administratively drop students who do not attend the first class meeting and/or who do not have the appropriate prerequisites for any marketing class.

## COLLEGE REQUIREMENTS

### College Admission

The entrance requirements for the College of Business (CoB) are the same as the University of Nebraska–Lincoln General Admission Requirements.

### Honors Program

#### Nebraska Business Honors Academy

The Nebraska Business Honors Academy is a unique cohort-based program for high-ability students with demonstrated leadership potential. The goal of the Academy is to develop critical thinking, problem-solving, and communication skills to prepare graduates to be strategic decision-makers and innovators. The Academy combines a rigorous curriculum (including approximately 40 credit hours of cohort-based courses) with leadership training, co-curricular activities, and corporate involvement. Nebraska Business Honors Academy requirements differ from those listed in the catalog. Students work closely with the Academy's advisors on appropriate sequencing and enrollment in Academy-specific requirements.

### Jeffrey S. Raikes School of Computer Science and Management

The purpose of the Jeffrey S. Raikes School of Computer Science and Management is to produce unique graduates who combine business knowledge and computing fundamentals for enterprise information and software systems. Graduates will be professionals who understand the multiple levels of new information systems and who become the technology sector's innovators, product developers, entrepreneurs, chief information officers, and CEOs. Students interested in learning more about the Jeffrey S. Raikes School of Computer Science and Management program and curriculum requirements (which may differ from those listed here) are encouraged to call 402-472-6000 or visit the Jeffrey S. Raikes program website (<https://raikes.unl.edu/>). Students may also reference the Jeffrey S. Raikes School of Computer Science and Management catalog section under Other Academic Units.

## College Degree Requirements

### Overview of College Degree Requirements

The curriculum requirements for the College consist of coursework in four areas. All coursework (except electives and where otherwise noted) must be taken for a grade.

#### 1. Non-Business Requirements

- Consist primarily of College and University ACE (Achievement-Centered Education) coursework

#### 2. Business Core

- Purposeful Strategist (includes ACE 6, 8, 10)
- Data Driven Decision Maker
- Effective Communicator (includes ACE 1 and 2)
- Empowered Professional

#### 3. Business Major

#### 4. Electives

### Non-Business Requirements

(remaining ACE requirements not included in the Business Core and Business Major requirements)

Five Courses (normally 15-17 hours)

All students in the College of Business will take the following non-business courses (unless otherwise noted).

- The college requires a calculus course from the below options to complete the ACE 3 requirement.
- Most students will take coursework to fulfill these requirements during the freshman/sophomore year. However, if hours are still needed during the junior/senior year, there may also be options to 'double count' coursework for ACE 4 and/or ACE 9 toward the major or a minor. This is likely to be of most benefit to 'transfer-in students' due to the nature of the program and when ACE requirements are traditionally taken.

All ACE coursework must be taken for a grade.

### ACE 3: Mathematical, Computational, Statistical or Formal Reasoning Skills

Choose *ONE* of the following:

MATH 104 Applied Calculus

MATH 106 Calculus I

Any advanced calculus course above the 106 level

Notes regarding the selection of coursework for ACE 3:

- **Credit cannot be given for both MATH 104 and MATH 106.** Students must determine the appropriate course early in their program.
- A first-semester student's score on the Math Placement Exam will determine eligibility for MATH 104 or MATH 106. The student should select between these classes based on the following sets of circumstances:
  - Actuarial science majors **MUST** take MATH 106 (or a higher-level calculus). They will later take MATH 107 Calculus II and MATH 208 Calculus III.
  - Raikes students **MUST** take MATH 106 and MATH 107 (or a higher-level calculus).
  - MATH 106 (or higher calculus) is **strongly encouraged** for those students majoring in accounting, majoring in finance, majoring in economics, or considering graduate school.

### Math Placement Exam (MPE)

Students admitted to the College of Business are required to take a Math Placement Exam prior to enrolling in the college math requirement of MATH 104 or MATH 106 (or higher math). The results will determine where a student starts.

- Preparatory courses should be taken as soon as possible to avoid future sequencing problems.
- Additional information about the exam can be found on the Math Placement website (<http://www.math.unl.edu/resources/undergraduate/mpe/>).

Whether required to enroll in preparation coursework first, as indicated on the MPE (MATH 100A Intermediate Algebra, MATH 101 College Algebra and/or MATH 103 College Algebra and Trigonometry), or in one of the required courses, it is critical to begin math the first semester on campus.

### ACE 4: The Study of Scientific Methods and Knowledge of the Natural and Physical World

Choose one course from ACE 4 Certified Courses. (Course credit will vary between 3-5 credit hours.)

### ACE 5: Study of Humanities

Choose one course from ACE 5 Certified Courses.

### ACE 7: Study of the Arts to Understand Their Context

Choose one course from ACE 7 Certified Courses.

### ACE 9: Global Awareness or Knowledge of Human Diversity Through Analysis of an Issue

Choose one course from ACE 9 Certified Courses.

In any of the above instances where double counting is an option, only 3 hours of credit are awarded; students will still need to meet the 120 hours for graduation.

## Business Core – Four Sections (approximately 53 hours for most majors)

- Purposeful Strategist – 33 hours
- Data Driven Decision Maker – 7 hours (17 hours for Actuarial Science)

- Effective Communicator – 9 hours (7 hours for Actuarial Science)
- Empowered Professional – 3-4 hours

The Business Core is designed to expose students to the various business disciplines. The Business Major courses are those courses identified for each of the individual majors. All coursework for the Business Core (except where noted differently) must be taken for a grade. All students in the College of Business will take the Business Core (unless otherwise noted).

### Purposeful Strategist - 33 hours

- MNGT 101 Introduction to Business
- ACCT 201 Introductory Financial Accounting
- ACCT 202 Introductory Managerial Accounting
- ECON 211 Principles of Macroeconomics (ACE 6)
- ECON 212 Principles of Microeconomics (ACE 6)
- BLAW 371 Legal Environment (ACE 8)
- FINA 361 Finance
  - Actuarial Science majors take FINA 461.
- MNGT 301 Introduction to Management
- MRKT 341 Marketing
- SCMA 331 Operations and Supply Chain Management
- MNGT 475 Business Strategies (ACE 10)
  - A capstone course integrating business concepts covered throughout the program.
  - Actuarial science majors may take FINA 461 concurrently with MNGT 475.
  - Must be taken at the University of Nebraska-Lincoln and taken for a grade.

### Data Driven Decision Maker

- BSAD 50 Business Computer Applications
  - Required basic-skills computer course that uses Microsoft Access, Word, PowerPoint, and Excel.
- SCMA 250 Spreadsheet Analytics
  - Actuarial science majors take ACTS 250 Actuarial Technical Skills.
- ECON 215 Statistics (ACE 3)
  - Must take ECON 215 (not STAT 218 Introduction to Statistics nor EDPS 459 Statistical Methods nor CRIM 300 Applied Statistics and Data Processing in the Public Sector nor SOCI 206 Introduction to Social Statistics).
  - Actuarial science majors **MUST** take ACTS 445 Introduction to Actuarial Models instead of ECON 215; (actuarial science majors will also take STAT 462 Introduction to Mathematical Statistics I: Distribution Theory and STAT 463 Introduction to Mathematical Statistics II: Statistical Inference).
  - Economics majors or minors can take STAT 380 instead of ECON 215.
- SCMA 350 Business Analytics/Information Analysis
  - Marketing and agribusiness majors may choose to take MRKT 350.

- Actuarial science majors will take SCMA 451 Introduction to Predictive Analytics.

### Effective Communicator

- BSAD 220 Business Writing (ACE 1)
- MRKT 257 Sales Communication (ACE 2)
  - Or, COMM 286 Business and Professional Communication (ACE 2)
- BSAD 261 Applied Improv for the Successful Business Leader
- BSAD 340 Navigating Emerging Technologies in Business
  - ACTS 475 meets the knowledge requirement for BSAD 340 for Actuarial Science majors; BSAD 340 is waived for Actuarial Science majors.

### Empowered Professional (PrEP) (3-4 hours)

Designed to develop confident and professional business students positioned for lifelong career success, the Professional Enhancement Program (PrEP) consists of four required 1-hour courses.

- BSAD 111 PrEP I, Investing in Strengths or BSAD 111S PrEP I, Investing in Strengths for Transfer Students
- BSAD 222 PrEP II, Career Development and Planning
- BSAD 333 PrEP III, Internship and Job Search Strategies
- BSAD 444 PrEP IV, Professional and Life Skills
  - Taken the semester of graduation.

### Business Major – (21-31 hours)

- Coursework for the major requires completion of specific, required courses of the department (see individual major page), along with other guidelines.
- Business majors and minors cannot double count with Business Core (for example, MNGT 301 and MNGT 475 do not count towards the management majors).
- Business students cannot earn a major and a minor in the same area (for example, an Economics major cannot get an Economics minor; an International Business major cannot earn a Global Leadership minor). Similarly, International Business majors cannot earn a major or minor in the same option or subplan as their International Business major. (For example, an International Business-Finance major cannot earn a major or minor in Finance but could earn a major or minor in any other business area.)
- Business Administration majors cannot double count courses with any College of Business major or minor.
- Careful and advanced planning is necessary, as some courses for the major may not necessarily be available every semester, and classes for the major are limited in the summer sessions.
- ALL coursework for the major must be taken for a grade (students may not take classes Pass/No Pass).
- Sequencing of classes is critical; plan the major courses well in advance of enrollment. Visit with an academic advisor for assistance in planning critical class sequencing.
- A maximum of 3 hours of coursework may transfer if the 18-hour limitation has not been exceeded. Further restrictions may apply.

### Electives – Hours vary to meet 120 hour minimum to graduate

Electives round out the rest of the 120 hour curriculum. Students have the option to choose courses toward a second major, a dual degree,

a minor (or two); or students can simply select courses of personal interest.

- Some hours may need to be additional business coursework (to meet the requirement that 60 hours of coursework be in business). This requirement will vary by major.
- In a 21-hour Business Major, students will average 28 hours of elective credit; second major options and/or minors may be appropriate to consider for elective hours.

### Other Requirements

#### Business Course/Business Elective Hours

At a minimum, 60 hours of business courses are required for the BSBA degree.

The required hours WILL VARY BY MAJOR, dependent on how requirements have been accepted and/or completed throughout the previous components of the program. While **GENERAL MINIMUM** guidelines by major are noted below, the Degree Audit will specify *minimum business* credit hour expectations for each student. Students will generally see this addressed under the ELECTIVE section (BUSINESS ELECTIVES) on the Degree Audit.

- Economics, marketing, and management (Entrepreneurship, General, and Leadership options) majors – 3 hours of business electives.
- Accounting, business administration, and management (Human Resources and Clifton Builders options) majors – no additional business coursework, as the major consists of 24 hours of business coursework.
- Actuarial science majors – no additional business coursework, as the major consists of more than 24 hours of business coursework.
- Finance majors – no additional business coursework, as the major consists of 24-27 hours of business coursework.
- Supply chain management and business analytics majors – no additional business coursework, as the major consists of 27 hours of business coursework.
- Agribusiness, Business & Law, and Raikes majors – no additional business coursework required due to intent of major as being 'business-related' coursework.
- Additional hours may be required if there is a variation in hours for Non-Business Requirement, Business Core, Business Major, or if there is a violation of transfer limits, etc.

### Experiential Learning Requirement

All undergraduates in the College of Business must complete an Experiential Learning designated course or experience (which may include 0-credit courses designated to document co-curricular activities recognized as experiential learning).

### Grade Rules C- and D Grades

While students may earn grades of C- or D, there are restrictions and recommendations for such grades and further enrollment options:

- A grade of C or higher is expected in prerequisite courses to enroll in ACCT courses.
- A grade of C or higher is required in FINA 361 in order to take most upper-level FINA courses.

- A grade of C or higher is required in other departmental higher-level sequencing courses (i.e., MATH 101 to take MATH 104, etc.). See course descriptions to determine enrollment restrictions.
- Grades of C- or lower may be replaced in the calculation of GPA by retaking the course at the University of Nebraska–Lincoln or within the University system (UNK, UNO).
- Grades of C or better are required to transfer courses from outside of the University of Nebraska system.
- Academic bankruptcy options may be considered for students who have one or two semesters of poor performance.

### Pass/No Pass

Several restrictions apply when considering the Pass/No Pass option:

- BSAD 111, BSAD 222, BSAD 333, BSAD 444, and BSAD 50 are offered only as Pass/No Pass. All are required.
- Students may apply no more than 6 hours of elective credit using the Pass/No Pass option (excludes ACCT 395A, BSAD 111, BSAD 222, BSAD 333, BSAD 444, BSAD 395 (and cross-listings), MRKT 395).
- **No** student enrolled in **any** college at the University of Nebraska–Lincoln may take business courses in the College of Business using the Pass/No Pass option.
- College of Business students may **NOT** take coursework to satisfy ACE requirements, nor any required business coursework, including in the major and minor, using the Pass/No Pass option.
- Students majoring in actuarial science through the College of Business may **NOT** take any math, actuarial science, or required courses using the Pass/No Pass option.
- Students taking courses to fulfill the requirements of a minor in an area of study outside the College of Business are subject to College rules restricting use of the Pass/No Pass option if courses in the minor are used to meet ACE or any college-specific requirements.
- Students seeking any minor outside the College should verify rules applying to minimum grade expectations and Pass/No Pass options with the advisor for their minor, as additional restrictions may apply and often vary.
- Students from UNO/UNK/UNMC and from other institutions are subject to the same restrictions listed here for University of Nebraska–Lincoln students.

**Exceptions to the above rules are limited to the following and no other exceptions will be made.**

- An independent study or an internship course (391, 395, 396) may be taken in the College of Business using the Pass/No Pass option with the permission of the instructor and the department chair, but College of Business students who qualify for this exception may use the independent study or an internship course (391, 395, 396) **only** as elective credit.
- ACCT 395A, BSAD 395 (and cross-listings) and MRKT 395 taken in the Pass/No Pass format will not count against the six hour Pass/No Pass maximum in open electives.
- Advanced Placement grades of Pass and Credit By Exam grades of Pass will be accepted to fulfill degree requirements. These hours will not count against the 6-hour-maximum hours permitted.

- Students who travel abroad and return with “credit” rather than grades from the institution where they studied may use Pass grades to fulfill degree requirements. These hours will not count against the 6-hour maximum number of hours permitted.

### Transfer Credit Rules

For detailed information on transfer credit rules, see Transfer Credit Restrictions (<https://catalog.unl.edu/undergraduate/business/>) under Course Exclusions and Restrictions (<https://catalog.unl.edu/undergraduate/business/>).

### Residency

At least 30 of the last 36 hours of credit must be registered for and completed in residence at the University of Nebraska–Lincoln.

Students electing to study abroad during part of this time are exempted for the hours earned abroad, but no additional hours may be transferred in the last 36 hours. This exemption requires filing a written appeal in the Business Advising and Student Engagement Office (Hawks Hall 125).

### ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at the Achievement-Centered Education website (<https://ace.unl.edu/>). MyRED may also be used to search for currently offered ACE classes.

### ACE Achievement-Centered Education—Ten Courses (normally 30 hours)

This is the university’s innovative, outcomes-focused general education component designed to enhance the undergraduate experience by providing broad exposure to multiple disciplines, complementing the major, and helping students develop important reasoning, inquiry, and civic capacities.

Important rules to remember when selecting coursework to meet this requirement:

- There are 10 ACE Student Learning Outcomes (SLOs). At least one course, equivalent to 3 credit hours, must be taken for each of the 10 SLOs.
- Up to three ACE SLOs from ACE 4–10 may be satisfied by work in one subject area.
- ACE SLOs must be satisfied by work in at least three subject areas.
- No ACE course may satisfy more than one ACE SLO in a student’s program.
- If an ACE course addresses two ACE SLOs, the student decides which one of the two outcomes the course will satisfy in that student’s program. (The Degree Audit will make an automatic decision based on first course taken, first SLO needed.)
- As part of the College requirements of non-business and business courses, many courses will also work for ACE. Students should carefully review required coursework with ACE options to make the best use of courses to fulfill both degree requirements as well as University of Nebraska–Lincoln ACE requirements.

### Catalog Rule

Students (including transfer students) must follow the Undergraduate Catalog in effect when they are admitted into the College of Business.



Students who leave the College and return, or those applying for 'readmission' to the College, are subject to requirements in place at the time of their readmission to the College.

Students who have transferred from a community college may be eligible to fulfill the requirements as stated in the catalog for an academic year in which they were enrolled at the community college prior to attending the University of Nebraska-Lincoln. The College will determine eligibility in consultation with academic advisors, provided the student a) was enrolled in a community college during the catalog year they are utilizing, b) maintained continuous enrollment at the previous institution for 1 academic year or more, and c) continued enrollment at the University of Nebraska-Lincoln within 1 calendar year from their last term at the previous institution. Students must complete all degree requirements from a single catalog year and within the timeframe allowable for that catalog year.

## Learning Outcomes

Graduates of marketing will be able to:

1. Learn to communicate marketing concepts in writing.
2. Develop oral presentation skills required for the marketing profession.
3. Demonstrate knowledge of marketing concepts.
4. Develop critical thinking and analytical skills for solving marketing problems.
5. Develop an understanding of the contemporary marketing environment and business practices.

## Major Requirements

### Core Requirements

All students, regardless of their major or interests in the College, will take MRKT 341 Marketing as part of the Business Core requirements.

- In addition to the College Degree Requirements, students will complete 21 hours of coursework for the major.
- MRKT 395, MRKT 396, MRKT 396H, and MRKT 499H do not apply toward the major or business elective. They may only be used as free elective credit.

### Specific Major Requirements

#### Major Core

Requirements for students interested in pursuing the bachelor of science degree with a major in marketing will complete 21 hours of marketing coursework (plus MRKT 341 for the Business Core requirement) for the Major Core:

#### Required Courses

MRKT 442	Marketing Management <sup>1</sup>	3
Select one of the following:		3
MRKT 345	Market Research	
MRKT 350	Marketing Analytics (if not taken in Business Core Intermediate)	
MRKT 355	Marketing Metrics <sup>5</sup>	
Credit Hours Subtotal:		6

#### Marketing Courses

Select 15 additional hours of the following:		15
MRKT 225 /	Agribusiness Entrepreneurship in Food	
AECN 225 /	Products Marketing	
EAEP 225		

MRKT 257	Sales Communication	
MRKT 325 /	Marketing of Agricultural Commodities	
AECN 325		
MRKT 345	Market Research <sup>2</sup>	
MRKT 346 /	Marketing Channels Management	
SCMA 346		
MRKT 347	Marketing Communication Strategy	
MRKT 350	Marketing Analytics <sup>3</sup>	
MRKT 355	Marketing Metrics <sup>4,5</sup>	
MRKT 357	Advanced Professional Selling	
MRKT 425	Retailing Management	
MRKT 426	Services Marketing	
MRKT 428	Sports & Event Marketing	
MRKT 441	Digital Marketing and Electronic Commerce	
MRKT 443	Consumer Behavior: Marketing Aspects	
MRKT 444 /	Supply Chain Logistics Management	
SCMA 444		
MRKT 446	Quantitative Analysis in Marketing	
MRKT 449	Marketing Communication Campaigns	
MRKT 453	International Marketing	
MRKT 457	Customer Relationship Management and Sales Technologies	
MRKT 458	Sales Force Management	
MRKT 460	Key Account Selling	
MRKT 490	Special Topics in Marketing	
MRKT 491	International Studies in Business & Marketing	
Credit Hours Subtotal:		15
<b>Total Credit Hours</b>		<b>21</b>

<sup>1</sup> Capstone requirement for the marketing major or international business major with marketing as an option to be taken during the final semester in the program. Refer to course description for other specific course prerequisites.

<sup>2</sup> If not selected or in lieu of MRKT 350 or MRKT 355.

<sup>3</sup> If not selected or in lieu of MRKT 345 or MRKT 355, or used in lieu of SCMA 350 for Business Core.

<sup>4</sup> If not selected or in lieu of MRKT 345 or MRKT 350.

<sup>5</sup> MRKT 355 not currently offered

- As part of the Business Core requirements, marketing majors may substitute MRKT 350 Marketing Analytics for the SCMA 350 Business Analytics/Information Analysis requirement.
- Note that although only one of MRKT 345 Market Research or MRKT 350 or MRKT 355 Marketing Metrics is required, a student may elect to take all, one as required and the other two as part of the 15 hours of marketing electives.
- The marketing curriculum specifies that MRKT 442 Marketing Management **cannot** be taken until MRKT 341 Marketing, MRKT 345, MRKT 350, or MRKT 355 and 6 hours of marketing electives have been completed. This is the capstone requirement for the marketing major or international business major with marketing as an option and **is to be taken during the final semester in the program.**

## Prerequisite Requirements/Rules

Enrollment in upper-level marketing courses requires the completion of MRKT 341 as well as other prerequisites. Refer to course descriptions for specific course prerequisites.

## Grade Rules

### C- and D Grades

A grade of D- or above is required for all courses in the major. Grades of C or better are required in transfer courses from outside of the University of Nebraska system.

### Pass/No Pass

As noted in the College Degree Requirements section, all coursework for the major must be taken for a grade.

## Course Level Requirement

MRKT 442 is the capstone requirement for the marketing major or international business major with marketing as an option and is to be taken during the **final semester in the program**. Refer to course description for other specific course prerequisites.

## Requirements for Minor Offered by Department Marketing Minor

The marketing minor is available to College of Business students only. No more than one course/requirement may be transferred into the minor. Coursework used for this minor cannot double count with the Business Core or the Business Administration major.

### To fulfill the requirements for a marketing minor, students must complete:

- Twelve (12) graded hours of 300/400-level marketing coursework.
- MRKT 300 Contemporary Marketing, MRKT 395 Professional Marketing Internship, MRKT 396 Independent Study, MRKT 396H Honors: Independent Study, and MRKT 499H Honors Thesis may not be used toward the minor (or major).

## Grade Rules

### C- and D Grades

A grade of D- or above is required for all courses in the minor. Grades of C or better are required in transfer courses from outside of the University of Nebraska system. Course prerequisites still apply.

### Pass/No Pass

No course may be taken pass/no pass.

## MRKT 225 Agribusiness Entrepreneurship in Food Products Marketing

**Crosslisted with:** AECN 225, EAEP 225

**Prerequisites:** AECN 141 or ECON 212

**Notes:** Pass/No Pass option not allowed for College of Business majors.

**Description:** Marketing strategies and entrepreneurship ventures throughout a food systems channel from producers of agricultural commodities to processors of food products and the final consumer. Entrepreneurship studies dealing with food processors, wholesaling, retailing and food service firms. Create strategic marketing plan to introduce a new food product into a retail consumer market.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded with Option

**Offered:** SPRING

**Prerequisite for:** AECN 316

## MRKT 235 Introduction to Commodity Marketing

**Crosslisted with:** AECN 235

**Prerequisites:** AECN 141 or ECON 212

**Notes:** Pass/No Pass option not allowed for College of Business majors.

**Description:** This course focuses on the foundations of commodity markets. It discusses how markets were created, how commodities are traded from producers to final consumers, the role of transportation and storage, among other topics. It provides a broad and detailed discussion of economic theories behind markets, how they work in practice, and the current state of these markets in the world.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded with Option

**Offered:** SPRING

**Prerequisite for:** AECN 316; AECN 325, MRKT 325; AECN 336

## MRKT 257 Sales Communication

**Notes:** Letter Grade Only.

**Description:** Provides an introduction to the fundamentals of sales communication including verbal, listening and written skills. Students learn the various components of the selling process, develop a written selling plan, and gain experience in executing each step of the selling process through role-play exercises.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** BSAD 261; MRKT 357; MRKT 372; MRKT 457; MRKT 460

**ACE:** ACE 2 Communication Competence

### MRKT 300 Contemporary Marketing

**Prerequisites:** For non-CoB students only; 2.5 cum GPA; Sophomore standing, ECON 200 (or ECON 211&212). Credit toward the degree cannot be earned in MRKT 300 and any of the following: MRKT 341/ABUS 341 or MRKT 341H/RAIK 341H

**Notes:** Letter grade only. Fulfills the Marketing requirement for the minor in business administration for non-business students and is part of a six course sequence for the minor.

**Description:** Survey of marketing principles for non-business students. Overview of the fundamental terms and concepts in contemporary marketing, introduction to real world marketing strategies and focuses on marketing's role in organizations and businesses.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### MRKT 325 Marketing of Agricultural Commodities

**Crosslisted with:** AECN 325

**Prerequisites:** AECN 235

**Notes:** Pass/No Pass option not allowed for College of Business majors.

**Description:** Operation and use of agricultural commodity markets and institutions as applied to enterprise and firm risk management. Cash; futures and futures option markets; basis; hedging; price discovery; fundamental analysis; and risk management strategies.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded with Option

**Prerequisite for:** AECN 316

**Course and Laboratory Fee:** \$40

### MRKT 341 Marketing

**Crosslisted with:** ABUS 341

**Prerequisites:** Open to CoB majors, 2.5 GPA, Sophomore standing, MNGT 101 (or 101T concurrent), BSAD 220, ECON 211, ECON 212. Credit toward the degree cannot be earned in MRKT 300 & any of: MRKT/ABUS 341 or MRKT/RAIK 341H.

**Description:** The marketing system, its relations with the socioeconomic system, and the influences of each upon the other. Evolution and present structure of marketing institutions and processes. Customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies, using research, product development, pricing, distribution structure, and promotion.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MNGT 475; MNGT 475H, RAIK 476H; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 395; MRKT 396; MRKT 425; MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; MRKT 491

### MRKT 341H Honors: Marketing

**Crosslisted with:** RAIK 341H

**Prerequisites:** CoB Honors or Raikes in good standing or permission. 2.5 GPA; Sophomore standing; MNGT 101 (or 101T concurrent); BSAD 220; ECON 211; ECON 212. Credit toward the degree cannot be earned in MRKT 300 & any of: MRKT/ABUS 341 or MRKT/RAIK 341H.

**Notes:** Cannot be taken Pass/No Pass.

**Description:** The marketing system, its relations with the socioeconomic system, and the influences of each upon the other. Evolution and present structure of marketing institutions and processes. Customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies, using research, product development, pricing, distribution structure, and promotion.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MNGT 475; MNGT 475H, RAIK 476H; MRKT 345; MRKT 346, SCMA 346; MRKT 347; MRKT 350; MRKT 355; MRKT 395; MRKT 396; MRKT 425; MRKT 426; MRKT 428; MRKT 441; MRKT 442; MRKT 443; MRKT 446; MRKT 449; MRKT 453; MRKT 458; MRKT 490; MRKT 491

### MRKT 345 Market Research

**Prerequisites:** MRKT 341, and ECON 215 or equivalent

**Description:** Introduction to methods and principles of investigation and analysis used in making marketing decisions, from product development to channel decisions, to advertising decisions. Planning studies, proposing studies, conducting data gathering, analyzing and interpreting data, reporting results.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MRKT 442

### MRKT 346 Marketing Channels Management

**Crosslisted with:** SCMA 346

**Prerequisites:** MRKT 341

**Description:** Basic concepts used in analyzing marketing channels, identifies the issues of designing sound channels, the issues of managing them effectively, and evaluating their performance.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### MRKT 347 Marketing Communication Strategy

**Prerequisites:** MRKT 341

**Description:** Role of communication in the marketing process. Integration of advertising, personal selling, sales promotion, packaging, public relations, as well as their social, economic, and legal impact. Emphasis on influence of marketing communication on consumer information processing and decision making processes and determination and evaluation of marketing communication opportunities, objectives, messages, and effort.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MRKT 449

**MRKT 350 Marketing Analytics**

**Prerequisites:** Open to CoB Majors; 2.5 GPA; MNGT 101 (or MNGT 101T concurrent); MATH 104 or 106; ECON 215; SCMA 250 (or ACTS 250); MRKT 341

**Notes:** Letter grade only.

**Description:** Introduction to analytical methods of marketing analysis for marketing decisions using data-based cases, including choice models, mapping methods, clustering and mixture regression models, conjoint analysis, sales response models, and data visualization. Applications are in the areas of customer value assessment, segmentation, targeting, brand positioning, new product development, and resource allocation.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MNGT 475; MNGT 475H, RAIK 476H; MRKT 442

**MRKT 355 Marketing Metrics**

**Prerequisites:** MRKT 341

**Description:** Quantifying the success of marketing strategies and programs in terms of measurements. The advantages and disadvantages of competing metrics are discussed. Systematizing marketing metrics as an organizational process is discussed.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MRKT 442

**MRKT 357 Advanced Professional Selling**

**Prerequisites:** MRKT 257; admission to Center for Sales Excellence or Permission

**Notes:** Letter Grade only

**Description:** Professional selling theory and practice. Sales processes, planning and delivery of sales presentations, and developing personal communications skills needed for professional selling. Professional selling practice and individual feedback for improvement. Ethical issues.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MRKT 460

**MRKT 371 Sales Practicum I**

**Prerequisites:** Admission to Center for Sales Excellence

**Description:** Develop a personal and professional brand, as well as learn effective career strategies in sales. Guest speakers from various companies share key developments in the sales profession, and what they look for in potential hires. Learn to put selling skills into practice to obtain a dream job.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**MRKT 372 Sales Practicum II**

**Prerequisites:** MRKT 257 and admission into the Certificate Program in Sales Excellence.

**Description:** Practicum designed to enhance internship experience. Work closely with the instructor to develop an understanding of how sales concepts taught in class apply to the practical internship experience.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**Experiential Learning:** Internship/Co-op

**MRKT 395 Professional Marketing Internship**

**Prerequisites:** MRKT 341, an undergraduate major in the College of Business, and approval of study plan by a faculty supervisor.

**Notes:** This course may not count toward the major or minor in marketing.

**Description:** Provides an opportunity to study theories, principles, practices, techniques, and strategies utilized in the field of marketing through a marketing internship. Reflect on classroom knowledge and develop practical experience in professional business situations through an approved internship under the direction of a faculty member.

**Credit Hours:** 0-3

**Min credits per semester:**

**Max credits per semester:** 3

**Max credits per degree:** 6

**Grading Option:** Pass No Pass

**Offered:** FALL/SPR

**Experiential Learning:** Internship/Co-op

**MRKT 396 Independent Study**

**Prerequisites:** MRKT 341, permission of instructor and departmental chair.

**Description:** For advanced undergraduates with demonstrated ability and special interests in marketing who wish to undertake an individual project under the direction of a faculty member.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Pass No Pass

**MRKT 396H Honors: Independent Study**

**Prerequisites:** Good standing in the University Honors Program or by invitation, permission of instructor and departmental chair. Credit toward the degree cannot be earned in both MRKT 396 and MRKT 396H.

**Description:** For advanced undergraduates with demonstrated ability and special interests in marketing who wish to undertake an individual project under the direction of a faculty member.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 425 Retailing Management**

**Prerequisites:** MRKT 341

**Description:** Foundations and structure of retailing; role of the retailing executive; decision making in such problems as site selection, layout, organization, personnel policies, planning stock, buying, pricing, promotion, credit, customer services, merchandise control, budgeting, and research.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 426 Services Marketing**

**Prerequisites:** MRKT 341

**Description:** Services marketing and the services marketing process. Key concepts, issues and terminology. Specific tools and frameworks enabling communication with other professional marketers and analysis of services marketing situations to make realistic recommendations for managerial action.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 428 Sports & Event Marketing**

**Prerequisites:** MRKT 341

**Description:** Focuses on the development, promotion, and implementation of various forms of consumer experiences. Topics include, but are not limited to sports participation, sporting events, concerts, theatrical performances, museums, renaissance fairs, and theme parks. Topics covered will also include the planning, promotion, and logistical support needed to provide a meaningful experience to consumers.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**MRKT 429 Undergraduate Seminar in Japanese Business**

**Description:** Japanese business techniques in the five functional areas: accounting, economics, finance, management, and marketing. Historical perspective and current practices emphasized. Strong academic emphasis as well as lectures by academicians, business people, and civil servants. Plant and office visits required. This course may count only as a free elective for students majoring in marketing. Course offered in English only by the faculty of the College of Business of Senshu University, Tokyo, Japan.

**Credit Hours:** 6

**Max credits per semester:** 6

**Max credits per degree:** 6

**Grading Option:** Graded

**MRKT 441 Digital Marketing and Electronic Commerce**

**Prerequisites:** MRKT 341

**Description:** Strategies to deal with opportunities and challenges of evolving technology and marketing in digital networks of customers, suppliers, and employees; social and mobile marketing; different interactive marketing platforms for e-commerce; the future and strategic, societal, and ethical implications of technology and interactive marketing in e-commerce.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 442 Marketing Management**

**Prerequisites:** Senior standing; Marketing major or International Business major with marketing as an option; MRKT 341; MRKT 345 or MRKT 350 or MRKT 355; AND 6 hours of marketing electives.

**Notes:** Seniors graduating at the end of the current term will have first priority. Non-priority students may be dropped. Cannot be taken Pass/No Pass.

**Description:** Application of marketing principles to the solution of a wide variety of problems involving influence of the consumer, choice of channels, marketing legislation, and the management of merchandising, advertising, personal selling, sales promotion, pricing, and marketing research.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Experiential Learning:** Case/Project-Based Learning

**MRKT 443 Consumer Behavior: Marketing Aspects**

**Prerequisites:** MRKT 341

**Description:** Application of behavioral science theories, concepts, methods, and research findings to the understanding and prediction of consumer behavior as the basis of decision making by marketing managers.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 444 Supply Chain Logistics Management**

**Crosslisted with:** SCMA 444

**Prerequisites:** SCMA 331

**Description:** Examination of physical distribution activities in the marketing mix from the viewpoints of both providers and users of components of logistics systems. Logistics problems of concern to the marketing manager include time and place utility concepts, spatial relationships of markets, channel design, transportation modes, and inventory management.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** SCMA 474

**MRKT 446 Quantitative Analysis in Marketing****Prerequisites:** Senior standing; MRKT 341 and ECON 215 or equivalent**Description:** Introduction to the use of quantitative techniques in marketing analysis. Emphasis on understanding and evaluating the applicability of existing models to marketing decision problems in such areas of competitive strategy, marketing mix analysis, pricing, promotion, distribution, and product policy.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 449 Marketing Communication Campaigns****Prerequisites:** MRKT 341 and 347**Description:** Managerial problems involved in the formulation, execution, and evaluation of marketing communication campaigns. Total marketing communication effort examined with particular emphasis to the potential role of marketing communication campaigns, audience identification, campaign objectives and messages, media strategy, and campaign evaluation. Case material dealing with campaigns for products, services, institutions, and political candidates.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 453 International Marketing****Prerequisites:** MRKT 341 and Junior standing**Description:** Marketing problems of international business. Export marketing and domestic marketing of USA products abroad. Influence of international institutions, culture, stage of development, and geography; problems in terminology, product policy, promotion, distribution, research, pricing, and starting marketing operations.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 457 Customer Relationship Management and Sales Technologies****Prerequisites:** MRKT 257 and admission to Center for Sales Excellence**Notes:** Letter Grade only**Description:** Focuses on understanding and managing customer relationships through the use of technology. Learn about the customer lifecycle, customer lifetime value, and the importance of data for creating and maintaining good customer relationships. Train on current CRM systems and learn about the role of emerging technologies in the modern sales organization.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** FALL/SPR**Prerequisite for:** MRKT 460**MRKT 458 Sales Force Management****Prerequisites:** MRKT 341 or admission to Center for Sales Excellence**Notes:** Letter Grade only**Description:** This course covers issues faced by sales managers in building, directing, and leading a sales force. Topics include sales forecasting, territory structure design, hiring and managing salespeople, and compensation and performance evaluation systems.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 460 Key Account Selling****Prerequisites:** MRKT 257; MRKT 357; MRKT 457; and admission to Center for Sales Excellence**Notes:** Letter Grade only**Description:** Teaches how to segment key accounts, how to identify high-margin business opportunities, how to sell to complex enterprises, and how to manage a Key Account team. Students practice key account presentations through role-play exercises and make actual calls and presentations to businesses in the region.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 490 Special Topics in Marketing****Prerequisites:** MRKT 341 and permission**Description:** Topic varies.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 6**Grading Option:** Graded**Experiential Learning:** Student Teaching/Education Practicum**MRKT 491 International Studies in Business & Marketing****Prerequisites:** MRKT 341 or Permission of Program Coordinator, major interest in marketing.**Notes:** A passport to travel in some countries is required, an educational visa may be required. Student must confer with the College of Business (CoB) academic advisor to determine if course work is applicable towards a specific CoB major. Travel outside the United States is required.

Arrangements for payment and program costs (tuition, transportation, room and/or board, etc.) will vary depending on the program.

**Description:** Primary study at site(s) outside the United States with topics to vary depending on the country(ies) and area of study.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Experiential Learning:** Fieldwork**MRKT 499H Honors Thesis****Prerequisites:** Good standing in the University Honors Program or by invitation, and permission.**Description:** Conduct a scholarly research project and write a University Honors Program or undergraduate thesis.**Credit Hours:** 3-6**Min credits per semester:** 3**Max credits per semester:** 6**Max credits per degree:** 6**Grading Option:** Graded

## Career Information

*The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.*

### Transferable Skills

- Creativity
- Oral Communication
- Written Communication
- Interpersonal Skills
- Analytical Skills
- Problem-Solving/Critical Thinking Skills
- Computer Skills
- Teamwork

### Jobs of Recent Graduates

- Assistant Account Executive, BBDO NY - New York City, NY
- Marketing Specialist, Berkshire Hathaway - Omaha, NE
- Merchant Analyst, Best Buy Corporate Office - Richfield, MN
- Inbound Sales Representative, Groupon, Inc. - Chicago, IL
- Inside Opportunity Executive, Microsoft - Fargo, ND
- Brand Building Specialist, Mizuno Corporation - Norcross, GA
- New Business Development Representative, Phoenix Suns - Phoenix, AZ
- Sales Representative, Sandhills Publishing - Lincoln, NE
- Online Marketing Specialist, Speedway Motors - Lincoln, NE
- Technical Recruiter, TEKsystems - Tampa, FL

### Internships

- Social Marketing Intern, Bernstein-Rein Advertising - Kansas City, MO
- Intern, Bozell - Omaha, NE
- Marketing Intern, Crunchbutton - Los Angeles, CA
- Marketing Intern, Lincoln Stars - Lincoln, NE
- Retail Management Intern, Nordstrom - Lone Tree, CO
- Financial Representative Intern, Northwestern Mutual - Lincoln, NE
- Brand Strategy Intern, Salt House Market - Brooklyn, NY
- Sales Intern, Sandhills Publishing - Lincoln, NE
- Executive Intern, Target - Lincoln, NE
- Marketing Intern, University of Nebraska Athletic Department - Lincoln, NE

### Graduate & Professional Schools

- Master's of Science in Marketing Analysis, DePaul University - Chicago, IL
- Master's of Public Administration, George Washington University - Washington, DC
- Master's of Arts in Sports Management, Texas Tech University - Lubbock, TX
- Master's of Business Administration, University of Colorado - Denver, CO
- Master's of Business Administration, University of Iowa - Iowa City, IA
- Juris Doctor (JD), University of Minnesota - Minneapolis, MN
- Master's of Arts in Educational Administration, specialization in Student Affairs Administration, University of Nebraska-Lincoln - Lincoln, NE

- Master's of Professional Accountancy, University of Nebraska-Lincoln - Lincoln, NE
- Doctor of Medicine (MD), University of Texas Health Service Center - San Antonio, TX
- Master's of Business Administration, Marketing, University of Washington - Seattle, WA