

# MARKETING (MRKT)

## 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