MKTG – Marketing Management

MKTG 1100 - Principles of Marketing
3.000 Credits 3.000 Contact Hours
Emphasizes the trends and the dynamic forces that affect the marketing process and the coordination of the marketing functions. Topics include effective communication in a marketing environment, role of marketing, knowledge of marketing principles, marketing strategy, and marketing career paths.

MKTG 1130 - Business Regulations and Compliance
3.000 Credits 3.000 Contact Hours
Introduces the study of contracts and other legal issues and obligations for businesses. Topics include creation and evolution of laws, court decision processes, legal business structures, sales contracts, commercial papers, Uniform Commercial Code, and risk-bearing devices.

MKTG 1160 - Professional Selling
3.000 Credits 3.000 Contact Hours
Introduces professional selling skills and processes. Topics include professional selling, product/sales knowledge, customer analysis/relations, selling process, sales presentations, and ethics of selling.

MKTG 1190 - Integrated Marketing Communications
3.000 Credits 3.000 Contact Hours
Introduces the fundamental principles and practices associated with promotion and communication. Topics include purposes of promotion and IMC, principles of promotion and Integrated Marketing Communication (IMC), budgeting, regulations and controls, media evaluation and target market selection, integrated marketing plans, trends in promotion, and promotion and communication career paths.

MKTG 1210 - Services Marketing
3.000 Credits 3.000 Contact Hours
Introduces the marketing skills required in a service business. Topics include foundation of services marketing, managing service delivery/encounters, services marketing strategy, and aligning strategy service design, and standards.

MKTG 1270 - Visual Merchandising
3.000 Credits 3.000 Contact Hours
Focuses on the components of the visual merchandising of goods and services. Topics include design and color principles, tools and materials of the trade, lighting and signs, installation of displays, store planning, safety, and related areas of visual merchandising and display.

MKTG 1280 - Introduction to Sports and Recreation Management
3.000 Credits 3.000 Contact Hours
Introduces the sociological, philosophical, economic, and historical aspects of the sports and recreation industry. Topics include nature of sports and recreation management, sports management landscape, research and trends, programming in sports and recreation management, employee training, evaluation and relations, fiscal topics in the business of sports and recreation, and careers in sports and recreation management.

MKTG 1370 - Consumer Behavior
3.000 Credits 3.000 Contact Hours
Pre-requisites: Regular Status
Analyzes consumer behavior and applicable marketing strategies. Topics include the nature of consumer behavior, influences on consumer behavior, consumer decision-making process, role of research in understanding consumer behavior, and marketing strategies.

MKTG 2000 - Global Marketing
3.000 Credits 3.000 Contact Hours
Prerequisites: MKTG 1100
Introduces opportunities and international strategies employed in the global marketplace. Topics include the environment of international marketing, analyzing international marketing opportunities, international market entries, design and international marketing strategy, and paths in international marketing.

MKTG 2010 - Small Business Management
3.000 Credits 3.000 Contact Hours
Introduces competencies required in managing a small business. Topics include nature of small business management, business management and organizational change, marketing strategies, employee relations, financial planning, and business assessment and growth.

MKTG 2070 - Buying and Merchandising
3.000 Credits 3.000 Contact Hours
Develops buying and merchandising skills required in retail or e-business. Topics include principles of merchandising, inventory control, merchandise plan, assortment planning, buying merchandise, and pricing strategies.

MKTG 2080 - Regulations and Compliance in Sports
3.000 Credits 3.000 Contact Hours
Prerequisites: Regular Status
Introduces the legal principles involved in sports. Topics include nature of sports law, sports law and change, sports law environment, court decision processes, and sports contracts.

MKTG 2090 - Marketing Research
3.000 Credits 3.000 Contact Hours
Prerequisites: MKTG 1100
Conveys marketing research methodology. Topics include role of marketing research, marketing research process, ethics in marketing research, research design, collection data analysis, reporting, application of marketing research, and marketing research career paths.

MKTG 2180 - Principles of Sports Marketing
3.000 Credits 3.000 Contact Hours
Applies the principles of marketing utilized in the sports industry. Topics include nature of sports marketing, role of sports marketing, marketing principles specific to sports, marketing mix to achieve goals, and electronic landscape and media in sports.

MKTG 2210 - Entrepreneurship
6.000 Credits 6.000 Contact Hours
Prerequisites: Regular Status
Provides an overview of the steps in establishing a business. A formal business will be created. Topics include planning, location analysis, financing, developing a business plan, and entrepreneurial ethics and social responsibility.

MKTG 2280 - Sports Management
3.000 Credits 3.000 Contact Hours
Pre-requisites: MKTG 1280
Emphasizes leadership and management in the sports marketing industry. Topics include leadership, budgeting, project management, event management, contract negotiation, and international sports marketing.
MKTG 2290 - Marketing Internship/Practicum  
3.000 Credits 9.000 Contact Hours  
Prerequisites: Program advisor approval  
Applies and reinforces marketing and employability skills in an actual job placement or practicum experience. Topics include problem solving, adaptability to the job setting, use of proper interpersonal skills, application of marketing skills, and professional development.

MKTG 2300 - Marketing Management  
3.000 Credits 3.000 Contact Hours  
Prerequisites: MKTG 1100  
Reiterates the program outcomes for marketing management through the development of a marketing plan. Topics include the marketing framework, the marketing plan, and preparing a marketing plan for a new product.

MKTG 2500 - Exploring Social Media  
3.000 Credits 3.000 Contact Hours  
Pre-requisites: Regular Status; MKTG 1100  
Explores the environment and current trends of social media as it relates to marketing functions. Topics include history of the internet and social media, social media dashboards, legal issues of social media, outsourcing vs. in-house administration, and the current social media ecosystem including applications in the following areas: communication, collaboration/authority building, multimedia, reviews and opinions, and entertainment.

MKTG 2550 - Analyzing Social Media  
3.000 Credits 4.000 Contact Hours  
Pre-requisites: MKTG 1100  
Analyzes the application of social media to an integrated marketing communication plan. Topics include technical writing for social media, social media auditing, Social Media ROI, trend analysis, social media analytics, and Customer Experience Management (CEM).