

MARKETING (MKT)

MKT 350. Principles Of Marketing. (3 Units)

Prerequisite: ECO 210 recommended. Survey of the marketing function, including the marketing environment and target markets; marketing strategy with emphasis on the marketing mix; social and ethical responsibilities of marketing.

Offered Fall, Spring, Summer

MKT 351. Sales Mgt & Techniques. (3 Units)

Prerequisite: MKT 350. Organizing, motivating and controlling the activities of the sales force. Developing the knowledge and skills of professional selling useful for accomplishing career objectives; cases and role playing required.

Offered Fall, Spring, Summer

MKT 352. Advertising and Promotion MGT.. (3 Units)

Prerequisite: MKT 350. Management and coordination of advertising, marketing public relations, and sales promotion; case analysis and presentations.

Offered Fall, Spring, Summer

MKT 353. Retail Mktg Management. (3 Units)

Prerequisite: MKT 350. Selecting store location, layout, merchandise goods, assortments, and selling to target market, including sales growth through direct marketing, franchising and acquisition; cases and field research required.

Offered Fall, Spring, Summer

MKT 355. Consumer Behavior. (3 Units)

Prerequisite: MKT 350 (may be taken concurrently). Consumer buying patterns, motivation, and search behavior; consumer decision-making process; interdisciplinary concepts from economics, sociology, psychology, cultural anthropology, and mass communications; case analysis and research projects.

Offered Fall, Spring, Summer

MKT 358. International Marketing. (3 Units)

Prerequisite: MKT 350. Analysis of international marketing problems including economic, social, cultural, technological, political, geographic and competitive forces; cases and projects.

Offered Fall, Spring

MKT 445. New Product Development. (3 Units)

Prerequisite: MKT 350. Focuses on product/service decisions and development processes. Covers the role of new products in marketing and corporate management, along with product policy concepts - product life cycle and product positioning. Case analysis, oral/written presentation and computer usage required.

Offered Infrequent

MKT 450. Internet Marketing. (3 Units)

Prerequisites: MKT 350. The principal focus of this course will be on understanding the marketing implications on internet marketing. Students will learn how internet marketing differs from traditional marketing and determine the role of marketing functions in internet programs; cases and projects.

Offered Fall, Spring

MKT 451. Trade Show and Event Marketing. (3 Units)

Prerequisite: MKT 350. How to create and manage trade shows, exhibits, and events successfully. Students will learn how to organize, plan, strategize, execute, and measure trade shows and events. Focuses on how to improve marketing productivity and effectiveness.

Offered Fall, Spring

MKT 452. Sports & Entertainment Mkt.. (3 Units)

Prerequisites: MKT 350. Theory and practice of the strategic marketing processes applied to sports and entertainment enterprises; planning marketing mixes; market selection decisions; distribution strategies; media mergers and acquisitions; cross platform marketing; regulation issues; sponsorships and events; readings and case studies.

Offered Fall, Spring, Summer

MKT 454. Marketing Research. (3 Units)

Prerequisites: MKT 350 and OMG 321. The marketing research process with an emphasis on cost versus value of information for decision-making: problem formulation, research design, sources of research data, measurement techniques and data collection, sampling techniques, data analysis, interpretation, and reporting; term research projects.

Offered Fall, Spring, All terms

MKT 459. Sem In Marketing Mgmt. (3 Units)

Prerequisites: Prior completion of at least four courses from the Marketing concentration; MKT 355, MKT 454, FIN 360 and OMG 322 are recommended. Comprehensive analysis of marketing management problems, functions, and the decision-making process; emphasis on the case method as related to problems of product, price, distribution and promotion.

Offered Fall, Spring

MKT 494. Independent Study in Mkt.. (1-3 Units)

Prerequisite: Completion of at least two marketing concentration courses and approval of the Department of Marketing Chair. Independent study of particular topics in Marketing under the direction of a full-time faculty member of the Marketing Department. CR/NC grading. Repeatable course.

Offered As needed

MKT 495. Special Topics in Marketing. (3 Units)

Prerequisite: MKT 350. Study of a current topic in Marketing. Repeatable course.

Offered As needed

MKT 496. Internship in Marketing. (3 Units)

Prerequisite: Completion of at least two marketing concentration courses and approval of the Department of Marketing Chair. Under the direction of the Internship Coordinator, students work in a business organization applying skills and knowledge learned in the classroom. CR/NC grading. Repeatable course.

Offered As needed

MKT 500. Marketing Management. (3 Units)

Prerequisite: MKT 350. Current topics in strategic marketing: strategic planning, market resource allocation, buying behavior, forecasting, product positioning. Social, legal, ethical and global issues in marketing will be explored. Case analysis oral/written presentations and computer usage required.

Offered Fall

MKT 501. Marketing Information Mgt. (3 Units)

Prerequisite: MKT 500. Learn important tools and databases needed by marketers for decision-making. The course explores the applications of marketing information as a competitive tool. Also covers marketing research tools and processes. Case analysis, oral/written presentation and computer usage required.

Offered Infrequent

MKT 503. Intrnatl Mktg:Cases/Cur Issues. (3 Units)

Prerequisite: MKT 500. Current topics in international marketing. Topics include strategic planning, global environmental variables, marketing research in international markets, export and import process and negotiations.

Offered Infrequent

MKT 510. Business-to-Business Mkt. (3 Units)

Prerequisite: MKT 501 or concurrent enrollment. Focuses on the strategies used for marketing products and services to commercial, institutional, and governmental markets. Case analysis, oral/written presentation and computer usage required.

Offered As needed

MKT 512. Seminar in Services Marketing. (3 Units)

Prerequisite: MKT 501 or concurrent enrollment. Examines the marketing and managerial implications of the differences between goods and services. Covers many service marketing concepts, including the relationship between the service provider and customer, the real-time process experience of services, customer satisfaction and service quality.

Offered As needed

MKT 530. Negotiation and Presentations. (3 Units)

Prerequisite: MKT 501 or concurrent enrollment. Introduces students to the best principles used in marketing negotiations. Students will understand characteristics of a good negotiator; critical elements in negotiations, strategies and tactics used for and against. Also includes improving communication through personal presentation.

Offered As needed

MKT 531. Sales Management. (3 Units)

Prerequisite: MKT 501 or concurrent enrollment. Discusses the strategic and tactical aspects of sales force management. Appropriate for students interested in careers in sales management or management positions in companies whose revenues and profits depend on a productive sales force.

Offered As needed

MKT 545. New Product Development. (3 Units)

Prerequisite: MKT 501 or concurrent enrollment. Focuses on product/service decisions and development processes. Covers the role of new products in marketing and corporate management, along with product policy concepts - product life cycle and product positioning. Case analysis, oral/written presentation and computer usage required.

Offered As needed

MKT 550. Internet Marketing. (3 Units)

Prerequisite: MKT 501 or concurrent enrollment. Focuses on the marketing functions as they pertain to Internet Marketing, including the Internet marketing environment and target markets; marketing strategy with an emphasis on the marketing mix; social and ethical responsibilities. Case analysis, oral/written presentation and computer usage required.

Offered As needed

MKT 555. Seminar in Consumer Behavior. (3 Units)

Prerequisite: MKT 501 may be taken concurrently. Focuses on managerial concerns related to the understanding of consumer buying patterns, motivations, and search behavior; consumer-decision making process; interdisciplinary concepts from economics, sociology, psychology, cultural anthropology, and mass communication.

Offered Infrequent

MKT 560. Brand Management. (3 Units)

Prerequisite: MKT 500. The course explores the field of brand management through the use of case studies of leading marketers and their strategies for effectively building and managing brands. Topics include brand building, positioning, measuring, and managing brand equity.

Offered Infrequent

MKT 580. Strategic Marketing. (3 Units)

Prerequisites: MKT 501 and three marketing electives; one marketing elective may be taken concurrently. Provides a comprehensive framework for the application of marketing concepts to the development and implementation of marketing strategy. Emphasizes the development of an effective marketing plan. Competitive computer simulation, case analysis, oral/written presentation and computer usage required.

Offered As needed

MKT 594. Independent Study in Mkt.. (3 Units)

Prerequisite: Graduate standing and completion of MKT 500. Independent study of particular topics in Marketing under the direction of a full-time faculty member of the Business Administration Program. CR/NC grading. Repeatable course.

Offered Infrequent

MKT 595. Special Topics. (3 Units)

Prerequisite: Graduate standing and completion of MKT 500. Intensive study of a specialized area in marketing on a selected topic of particular interest to faculty and students. Intended for students with a senior or graduate standing. Specific topic listed in class schedule. Repeatable course.

Offered Infrequent

MKT 596. Internship in Marketing. (3 Units)

Prerequisite: Graduate standing and completion of MKT 500. Under the direction of the Internship Coordinator, students work in a business organization applying skills and knowledge learned in the classroom. CR/NC grading. Repeatable course.

Offered Infrequent