Marketing

The minor in Marketing provides any student who is interested in Marketing a solid foundation for understanding the needs of the customer and the principles of marketing management. This includes understanding new product development, creating marketing communications and promotions, managing customer relationships, and analyzing consumer and market trends. Courses also highlight the value organizations create for their customers, and opportunities and threats in the global marketplace.

**Required Courses (Two)**

**MKTG 303: Principles of Marketing**
Examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

**MKTG 312: Consumer Behavior**
Marketing strategy implications of concepts and propositions that compose consumer decision processes. Emphasizes demographics, lifestyle, situation, and information processing. Lecture and case analysis.

**Electives (Pick Three)**

**MKTG 311 Sales Management**
Familiarizes students with marketing-sales interfaces including sales force role and capabilities, personal selling strategies, organizational relationships, and responsibilities of sales managers including training, motivating, and evaluating sales force.

**MKTG 313 Advertising and Marketing**
Examines development of integrated communications programs, including advertising, sales promotion, public relations, direct marketing, and other communication tools. Focuses on setting communications objectives and budgets, media planning, creative strategy, execution, and evaluation. Provides skills for analyzing the strengths, weaknesses and synergies of marketing communication tools.

**MKTG 315 Digital Marketing**
Explores impact of digital and Internet technology on marketing strategy and practice. Topics include online advertising campaigns (focusing on search marketing), web site usability and content, and the use of social and interactive media to build customer relationships and foster brand loyalty.

**MKTG 332 Retailing and E-Commerce**
Examination of retailing as a specialized economic and social institution within the distribution process and as it relates to overall marketing activities. The planning and implementing of store and nonstore (catalog, Internet) retail marketing strategies are addressed. Critical decision alternatives, variables, forces, and processes are considered from a managerial perspective.

**MKTG 333 Business to Business Marketing**
Examines unique challenges and opportunities of marketing systems among suppliers, manufacturers, resellers, and government. Focuses on developing a capability to identify and nurture long-term B2B relationships. Provides tools and techniques commonly leveraged by B2B marketers to develop these relationships with their clients.

**MKTG 351 Marketing Research**
Presents the concepts and techniques underlying the marketing research process and their role in managerial decision making. Focuses on skills required to conduct a marketing research project: qualitative and quantitative research designs, survey methodology, instrument creation, sampling procedures, data collection, data analysis, and reporting of findings.
MKTG 352 Marketing Analytics for New Product Development
In today's technology-enabled world, organizations collect a lot of information as a part of their business operations and pool it with data acquired from outside sources. Marketing analytics is a systematic approach to harnessing this data/information to drive effective marketing decision making. Students will learn to analyze historical data, market research data, and competitive information for making strategic marketing decisions.

MKTG 353 New Product Development
This course focuses on all aspects of the new product and new service development process, from insight and inspiration through design and product launch. The course also explores current topics and best practices in innovation management, such as open innovation, managing creativity in organizations, and product design, and rapid prototyping.

MKTG 407: Global Marketing
Multidisciplinary approach to global and international marketing from viewpoint of business management. Examines major marketing issues affecting companies operating in a global environment. Students achieve understanding of economic, political, and cultural differences among nations as they affect marketing opportunities and operations, and develop skills to identify and evaluate global and international marketing opportunities.

MKTG 455: Ethnic and Multicultural Marketing
Ethnic and Multicultural Marketing examines the critical marketing issues and opportunities that have arisen with the changing U.S. demographics. The focus is domestic markets. The growth in minority populations indicates a need for specialized approaches for the entire marketing mix. Segmentation can be powerful when considering non-mainstream markets if the marketer understands and capitalizes on the different approaches cultural and ethnic groups use as consumers.

RS MKTG 481: Marketing in the Nonprofit Sector
Examines the unique challenges of applying marketing principles and practices to not-for-profit groups such as human service and philanthropic organizations, museums, health and wellness advocates, educational institutions, industry associations and government. Emphasis on case studies, team work, and projects.

MKTG 491: Special Topics in Marketing
In-depth treatment in seminar format of contemporary topics in marketing. Culminates in preparation of substantial paper and oral presentation.