

MKTG - MARKETING (MKTG)

MKTG 298 Marketing Internship Experience

Credits 0. 0 Other Hours. Participation in a 300-hour internship in a field related to certificate program. May be repeated for credit. Must be taken on a satisfactory/unsatisfactory basis.

MKTG 299 Marketing Professional Organization Involvement

Credits 0. 0 Other Hours. Participation in an approved professional marketing organization. May be repeated for credit. Must be taken on a satisfactory/unsatisfactory basis.

MKTG 321 Marketing

Credits 3. 3 Lecture Hours. Exploration of the activities and managerial decisions involved in the provision of products to customers; includes strategic marketing fundamentals, buyer behavior, market segmentation, managerial issues related to the marketing mix (product, pricing, distribution, and promotion) decision variables, and social and ethical issues. **Prerequisites:** Admission to upper division in Mays Business School, Agribusiness, or Maritime Business Administration; also taught at Galveston campus.

MKTG 322 Consumer Behavior

Credits 3. 3 Lecture Hours. Application of behavioral science to understand and predict consumer behavior; management of experiment design and execution; creation of solutions to real-world marketing problems in both business to business and business to consumer environments. **Prerequisite:** MKTG 321.

MKTG 323 Marketing Research

Credits 3. 3 Lecture Hours. Nature and uses of marketing research in business; methods of collecting, analyzing and interpreting data needed for business decisions, with specific application to problems in marketing. **Prerequisites:** MKTG 321; BUSN 203 or STAT 211.

MKTG 325 Foundations in Retailing and Services

Credits 3. 3 Lecture Hours. Retail strategies around the marketing mix such as channels of distribution, private labels, customer service levels, visual presentation, and pricing that influence a retail business model; including how service organizations require a distinctive approach to marketing strategy in development and execution. **Prerequisite:** MKTG 321.

MKTG 326 Innovations in Retailing

Credits 3. 3 Lecture Hours. Retail strategies such as channels of distribution, private labels, customer service levels, visual presentation, pricing, and marketing mix that influence a retail business model. **Prerequisite:** MKTG 321.

MKTG 335 Professional Selling

Credits 3. 3 Lecture Hours. Exploration of professional selling concepts including relationship-building, problem-solving, critical thinking and effective communication; application through role-playing. **Prerequisite:** MKTG 321.

MKTG 336 Managing Business to Business Relationships

Credits 3. 3 Lecture Hours. Exploration of customer relationship management concepts and tools; organizational buyer behavior, sales technology, sales tactics and value creating strategies to succeed in marketing roles in business-to-business organizations. **Prerequisite:** MKTG 321.

MKTG 337 Selling Financial Products and Services

Credits 3. 3 Lecture Hours. Exploration of financial products and services specific to the banking industry; study of marketing and sales skills to represent major banking products and services to clients and prospects of commercial banks; marketing and sales strategies and processes of commercial banks that result in successful positioning of the bank in its trade territory; application of consultative sales process, identification of personality styles/temperaments and effective presentation skills. **Prerequisite:** MKTG 321.

MKTG 345 Social Media Strategy

Credits 3. 3 Lecture Hours. Marketing and promotional strategy related to social media, interactive media, and related technologies. **Prerequisite:** MKTG 321.

MKTG 347 Advertising and Creative Marketing Communications

Credits 3. 3 Lecture Hours. Advertising and integrated marketing communications; market segmentation and targeting; development of multi-media campaigns; emphasis on enhancing creativity, critical thinking, and communication skills. **Prerequisite:** MKTG 321.

MKTG 401/IBUS 401 Global Marketing

Credits 3. 3 Lecture Hours. Survey of the aspects involved in marketing goods and services in a global marketplace; social, political, legal and economic issues associated with conducting business globally. **Prerequisite:** MKTG 321. **Cross Listing:** IBUS 401/MKTG 401.

MKTG 402/IBUS 402 International Marketing: Study Abroad

Credits 3. 3 Lecture Hours. Introduction to the facets of doing business in an international setting; provides exposure to a variety of foreign cultures; facilitates understanding of the international marketplace in which these students will function. **Prerequisites:** MKTG 321 or MKTG 409; junior classification; 2.5 GPR overall. **Cross Listing:** IBUS 402/MKTG 402.

MKTG 403/IBUS 403 International Market Entry Strategies

Credits 3. 3 Lecture Hours. A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in the preparation of a marketing plan for a good or service to be introduced and marketed in that country. **Prerequisites:** MKTG 321 or MKTG 409; concurrent registration in IBUS 402/MKTG 402 or MKTG 402/IBUS 402; junior or senior classification. **Cross Listing:** IBUS 403/MKTG 403.

MKTG 404 Data Visualization for Marketers

Credits 3. 3 Lecture Hours. Summarization, analysis, and interpretation of complex data using graphical representation to inform and drive business decisions; use of data and design principles to effectively explore data and communicate insights from data using visualization techniques.

Prerequisites: MKTG 321.

MKTG 409 Principles of Marketing

Credits 3. 3 Lecture Hours. Survey of the activities and managerial decisions involved in creating and communicating value to customers; topics include strategic marketing, social and ethical issues, buyer behavior, marketing research, market segmentation and managerial issues related to the marketing mix, product, price, distribution and promotion. May not be used to satisfy degree requirements for a major in business. **Prerequisite:** Junior classification; for students other than business and agribusiness majors.

MKTG 425 Retail Merchandising

Credits 3. 3 Lecture Hours. Theories, concepts and practices relating to the merchandising of products for enhancing sales and profit growth of retail businesses; emphasis on retail math, purchasing decisions, vendor negotiations, communications skills, assortment planning and competitive analysis. **Prerequisite:** MKTG 321.

MKTG 426 Digital Merchandising

Credits 3. 3 Lecture Hours. Theories, concepts, and practices relating to the successful merchandising of products & services for a digital retail enterprise on a website, web analytics, mobile app, and mobile-optimized website. **Prerequisites:** MKTG 321.

MKTG 427 Retail Capstone

Credits 3. 3 Lecture Hours. Problems and opportunities faced by retail buying organizations; development of effective strategies through application-oriented activities, researching industry trends, development of buy plans, product assortment planning, competitor analysis, and the buyer's role in product development. **Prerequisite:** MKTG 321.

MKTG 430 Marketing Consulting

Credits 3. 3 Lecture Hours. Consulting tools and techniques, managing client relationships, preparing reports and presentations, problem-solving processes; semester-long client project. **Prerequisites:** MKTG 323.

MKTG 431 Marketing Analytics

Credits 3. 3 Lecture Hours. . Data driven marketing strategy, data handling and management techniques, use of statistical software to estimate marketing models, project based course focused on marketing decision making. **Prerequisite:** MKTG 321.

MKTG 432 Corporate Social Responsibility

Credits 3. 3 Lecture Hours. Study of the role of corporate social responsibility, corporate governance and business ethics with an emphasis on the marketing perspective. **Prerequisites:** MKTG 321.

MKTG 435 Advanced Selling

Credits 3. 3 Lecture Hours. Exploration of in-depth strategic account planning, extensive role-play and team selling exercises, sales analytics, networking and prospecting, strategic goal setting and time management. **Prerequisites:** MKTG 335.

MKTG 436 Sales Leadership

Credits 3. 3 Lecture Hours. Exploration of characteristics of exceptional sales managers and managing a sales force; career and time management, recruitment, selection, training, motivating, and coaching for high-performance. **Prerequisite:** MKTG 335.

MKTG 437 Sales Analytics

Credits 3. 3 Lecture Hours. Application of the principles of data-driven decision-making in a sales context in both consumer and industrial markets, use various tools for generating insights from data in such areas as sales prediction, customer value analysis, sales training, and incentive design. **Prerequisite:** MKTG 335.

MKTG 438 Strategic Digital Marketing

Credits 3. 3 Lecture Hours. Implications of the internet and related digital technologies for marketing; evolution of the digital marketplace and impact on firms' marketing mix decisions; competitive advantage; public policy issues; future trends and developments. **Prerequisite:** MKTG 321.

MKTG 440 Services Marketing

Credits 3. 3 Lecture Hours. Focuses on the unique challenges of managing a service-based business; delivering quality service to customers and building strong customer relationships; applicable to for-profit and not-for-profit organizations that depend on service excellence for competitive advantage. **Prerequisite:** MKTG 321.

MKTG 441 Service Quality in Healthcare

Credits 3. 3 Lecture Hours. Preparation for a career in healthcare leadership by focusing on opportunities to improve the service experience of patients, providers and other stakeholders; improve the quality of life; enhance the efficient and effective use of healthcare resources. **Prerequisite:** MKTG 321.

MKTG 442 Innovation and Product Management

Credits 3. 3 Lecture Hours. Opportunity identification, concept generation, concept and program evaluation, development and launch of the various types of new products; specific topics include creativity, design, launch and management of new products. **Prerequisite:** MKTG 321.

MKTG 443/PHLT 426 The Business of Healthcare

Credits 3. 3 Lecture Hours. Preparation for contributing to the healthcare system by gaining an understanding of selected business of healthcare topics such as the role of healthcare in the economy, the cost of healthcare, the patient experience, technology and ethics. **Prerequisites:** Business and Public Health majors; junior or senior classification; approval of instructor. **Cross Listing:** PHLT 426/MKTG 443.

MKTG 444 HealthTech for Improving Customer Care

Credits 3. 3 Lecture Hours. Contemporary examination of the development, marketing and co-created value-in-use aspects of technology products (e.g., databases, applications, mobiles, wearables) in the health industry used to improve the delivery, payment and consumption of care. **Prerequisite:** MKTG 321.

MKTG 445 Account Planning and Research

Credits 3. 3 Lecture Hours. Concepts in account planning; gathering and analyzing data (database analysis, focus groups, interviews, surveys); compilation of research into a situation analysis and creative brief for use in a national advertising case competition. **Prerequisites:** MKTG 321, approval of instructor.

MKTG 447 Advanced Advertising: Case Competition

Credits 3. 3 Lecture Hours. Development of a fully integrated, multi-million dollar budgeted advertising campaign plan; participation in a national case competition. **Prerequisite:** MKTG 321; approval of instructor.

MKTG 448 Marketing Strategy

Credits 3. 3 Lecture Hours. Integrated perspective of marketing strategy and decision-making; creation, communication and delivery of value to customers; integration of elements of the marketing mix; determination and evaluation of alternative marketing strategies. **Prerequisite:** MKTG 323; graduating marketing senior.

MKTG 451 Healthcare Marketing Analytics

Credits 3. 3 Lecture Hours. Data-driven marketing strategy for healthcare industries, data handling and management techniques; use of statistical software to estimate marketing models; project-based course focused on healthcare industries to improve quality of health. **Prerequisites:** MKTG 321.

MKTG 484 Marketing Internship

Credits 3. 3 Other Hours. Directed internship of at least 300 hours of work under the supervision of a marketing professional providing students with on-the-job training that advances their career objectives; emphasis on business communication and personal professional development.

Prerequisites: Marketing major; MKTG 321; approval of instructor prior to internship.

MKTG 485 Directed Studies

Credits 1 to 3. 1 to 3 Other Hours. Directed study of selected problems in the area of marketing not covered in other courses. **Prerequisites:** MKTG 321; approval of department head; 2.5 GPR in major and overall.

MKTG 489 Special Topics in...

Credits 1 to 4. 1 to 4 Lecture Hours. 0 to 4 Lab Hours. Selected topics in an identified area of marketing. May be repeated once for credit.

Prerequisites: Admission to upper division in Mays Business School and approval of instructor.