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.
Prerequisite: ACCT 230 and MGMT 211, or concurrent enrollment; ISTM 210, AGEC 217, or MARA 250, or concurrent enrollment; admission to upper division in Mays Business School or admission to Maritime Administration; also taught at Galveston campus.

MKTG 322 Consumer Behavior
Credits 3. 3 Lecture Hours.
Application of behavioral science designed to provide in-depth knowledge of the fundamental theories and concepts of consumer behavior, with an emphasis on consumers in the marketplace as individuals, as decision makers, and as influenced by culture.
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; SCMT 303 or AP STAT 301 or AP STAT 302 or AP STAT 303.

MKTG 325 Services Marketing and Retailing Concepts
Credits 3. 3 Lecture Hours.
Study of how service organizations, including retailers, require a distinctive approach to marketing strategy in development and execution; e.g. banks, schools, hospitals, hotels, professional services and transportation companies; specifically applies marketing concepts in service industry setting; opportunities to meet industry thought leaders in retailing and other service industries.
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.
General principles of personal selling in both consumer and industrial markets plus specialty selling.
Prerequisite: MKTG 321.

MKTG 336 Managing Business to Business Relationships
Credits 3. 3 Lecture Hours.
Customer relationship management concepts and tools; sales technology; organizational buyer behavior; planning; channels; new products; performance management.
Prerequisite: MKTG 335.

MKTG 345 Social Media and Public Relations
Credits 3. 3 Lecture Hours.
Marketing and promotional strategy related to social media, the internet and interactive media; managing publicity and public relations with a wide variety of stakeholders.
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.
Summarize, analyze and interpret complex data using graphical representation to inform and drive business decisions; data analysis 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 basic concepts and decisions associated with product, promotion, distribution, and pricing; focuses on developing marketing strategies that contribute to building long-term customer relationships and achieving the organization's objectives. May not be used to satisfy degree requirements for a major in business.  
**Prerequisites:** 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 Advanced Retail Case Study  
**Credits 3. 3 Lecture Hours.**  
Problems and opportunities faced by retailing organizations; development of an effective strategy through application-oriented seminars and activities, interaction with industry guest speakers and executives; analysis of retail strategies in field settings and completion of a semester long retail audit; participation in a national case competition.  
**Prerequisites:** Admission to upper division in Mays Business School and approval of instructor.

MKTG 427 Retailing Strategy and Metrics  
**Credits 3. 3 Lecture Hours.**  
Survey of the concepts, policies, theories and practices for managing a retail firm in a competitive environment; includes functions of retailers, retail customers, supply chain, legal and ethical behavior, location analysis, pricing, promotion, customer services and layout.  
**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.**  
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.**  
Ethical planning, organizing, staffing, training, motivating and evaluating salespeople; understanding the sales environment and organization as well as career and time management.  
**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 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:** MKTG 321.

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.
Marketing decision-making and strategies in case situations; integration of product, pricing, distribution, and promotion considerations for the purposes of determining and evaluating the optimal marketing strategy.
Prerequisite: MKTG 323; graduating marketing senior.

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.