MARKETING (MRKT)

MRKT-P314 Product Marketing and Brand Strategy 3 Credits
Introduces students to new product/service planning techniques covering ideation and concept evaluation to product design, packaging messaging, segmentation, share projections, pricing, branding and global planning. Emphasis will be on buidling skills to think critically, creatively, and strategically about the process to design, build, communicate, leverage, and defend sustainable brands. The power of positioning and story-telling for both new and established brands will be examined.

MRKT-P414 Digital Marketing and Analytics 3 Credits
This course focuses on digital marketing strategies and analytical tooks for assessment. The course covers theory and provides a practical approach to using marketing data sets, data mining and data visualization tools. Students are introduced to decision-making models and social media analytic tools and techniques used to evaluate alternative courses of action to improve digital marketing performance.

MRKT-P470 Special Topic in Marketing 1-3 Credits
Study of a special topic in one of the fields of marketing. May be repeated for credit provided topics are dissimilar.

MRKT-P471 Principles of Marketing 3 Credits
An introduction to basic marketing theory and terminology. Students will analyze real-world cases exploring domestic and international marketing opportunities and problems, develop skills and confidence to identify and evaluate critical marketing data, and develop successful programs to solve business problems and capitalize on market opportunities.
Prerequisite: BUSN-P378
Terms Typically Offered: Fall and Spring.

MRKT-P485 Strategic Marketing Management 3 Credits
This course takes a case study approach to the development of marketing strategy and plans. Group discussions, presentations, and written case analyses are used with emphasis on both quantitative and qualitative assessment of management issues. Focus is on critical thinking and applicaiton of concepts and techniques to problem identificaiton, analysis, synthesis, and evaluation. It is recommended that students first complete college math and accounting.
Terms Typically Offered: Fall and Spring.

MRKT-360 Principles of Marketing 3 Credits
Studies marketing and marketing strategy from a managerial approach. It explores placing products and services in markets at a fair price while meeting customer expectations. The course builds upon the classical "four Ps" theory, and examines marketing's contemporary ideas and practices.
Prerequisite: MATH-116C or MATH-170C; and BUSN-165C or PSYC-265C or its equivalent.
Terms Typically Offered: Fall and Spring.

MRKT-365 Marketing Research 3 Credits
Develops the skills needed to conduct and apply research for marketing decision making. Problem formulation, secondary data, primary research, and fundamentals of analysis are covered.
Prerequisite: MRKT-360
Terms Typically Offered: Spring.

MRKT-366 Sales & Sales Management 3 Credits
Probes and identifies responses and conduct of potential consumers to the various stimuli generated in the media.
Prerequisite: MRKT-360 and MNGT-325
Terms Typically Offered: Fall.

MRKT-367 Multinational Marketing 3 Credits
Models for delivery of international promotions are studied with an emphasis upon cross-cultural considerations and complications.
Prerequisite: MRKT-360
Terms Typically Offered: Spring.

MRKT-369 Consumer Behavior 3 Credits
Provides a usable understanding of current consumer behavior concepts and develops a background of knowledge that will enable the individual to apply these principles in marketing.
Prerequisite: MRKT-360
Terms Typically Offered: Spring.

MRKT-370 Action Sports Marketing 3 Credits
This course is designed to equip students with an increased awareness of, interest in, and ability to positively contribute to marketing initiatives in the action sports industry. Students will learn the conceptual framework and strategies necessary for successful marketing within this unique and dynamic industry. Topics cover a broad spectrum, including: comparison with traditional marketing; company/industry analysis; customer analysis and demographics; product branding strategies; multi-media communications; channels of distribution; teams, events, and promotions. The class will take advantage of the close proximity to numerous action sports industry leading companies by scheduling dynamic guest speakers and several off-site visits.
Prerequisite: MRKT-360 with a "C" or better.
Terms Typically Offered: Fall.

MRKT-464 Strategic Marketing 3 Credits
This course expands on a foundation related to the primary components of marketing including: market segmentation, research produce/service, branding, price, marketing communication, and market channel strategies. The course offers a case study approach with large and small group discussion and presentations. A mix of global, e-based, profit, non-profit, goods and services related organizations are studied. The primary focus is on application of concepts learned and stimulation of critical thinking skills such as analysis, synthesis, and evaluation.
Prerequisite: ACCT-321 or FINC-335; MNGT-325, BUSN-316 or BUSN-317; and MRKT-360 with a "C" or better.
Terms Typically Offered: Fall.

MRKT-470 Special Topic in Marketing 1-3 Credits
Study of a special topic in one of the fields of marketing. May be repeated for credit provided topics are dissimilar.
Prerequisite: MRKT-360 and a minimum GPA of 2.5 in marketingcourses.
Terms Typically Offered: On Demand.

MRKT-490 Seminar: 1-3 Credits
Mutual investigation of one topic in marketing or particular relevance to upper division majors. May be repeated for credit provided topics are dissimilar.
Prerequisite: MRKT-360 and a minimum GPA of 2.5 in marketing courses.
Terms Typically Offered: On Demand.