

MARKETING (MKT) (MKT)

MKT 310 Intro International Business 3 cr

This course focuses on exploring the terminology, scope, status and evolving patterns of international business. Specifically, the course addresses the role of cultural, political, ethical, technological, and economic factors in the international business context and how businesses deal with uncertainty and risk. The course examines the impact of global forces on businesses at home and abroad, the role of governments in promoting and protecting business interests, the role of international agencies in the business environment.

MKT 320 Principles of Marketing 3 cr

Study of the institutions involved in creating transactions necessary to satisfy the needs of households, businesses and government and international customers. Topics include marketing planning, market segmentation, societal and ethical obligations, strategies for product, promotion and channel decisions.

MKT 336 International Marketing 3 cr

Examination of cultural, economic, and political factors that affect marketing of goods and services worldwide. Emphasis is placed on developing global marketing strategies of multinational corporations within existing trade structure and regulations. Both product and service flows between countries and regions are discussed.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 340 Marketing Analytics 3 cr

Contemporary marketers acquire large amounts of data. Marketing Analytics explains a) the most common marketing metrics, and b) how to compute and interpret these metrics to improve decision making.

Prerequisite: MKT 320 Minimum Grade of D and BUS 245 Minimum Grade of D

MKT 345 Real Estate 3 cr

Introduction to the tools used to make intelligent decisions regarding real estate as a wealth-building asset. Topics include legal rights, valuation, financial analysis, contracts, and brokerage with practical applications. Emphasis is given to local supply and demand conditions and property location and their impact on typical consumer decisions.

Prerequisite: (FIN 315 (may be taken concurrently) Minimum Grade of D or BMS 341 Minimum Grade of D or FIN 341 Minimum Grade of D)

Cross-Listed: FIN 346

MKT 346 Ala Real Estate Law and Reg 1 cr

Course required for students planning to take the Alabama Real Estate License Examination. Topics include current Alabama Real Estate License Law, Administrative Rules and Regulations, Consumer Guides, State Court Cases and relevant readings in Real Estate Risk Management. Prerequisite: Completion or current enrollment in MKT 345 and consent of instructor.

Prerequisite: MKT 345 (may be taken concurrently) Minimum Grade of D

MKT 348 Real Estate Valuation 3 cr

Emphasis is given to the valuation process and the analysis that leads to valid estimates of value. The cost, sales comparison, and income approaches to value are examined and illustrated within the Uniform Standards of Professional Appraisal Practice requirements. Typical valuation reports are discussed and illustrated.

Prerequisite: (MKT 345 Minimum Grade of D or FIN 346 Minimum Grade of D)

Cross-Listed: FIN 446

MKT 350 Digital Marketing 3 cr

Examination of the interactive processes and transactions involved in satisfying the needs of consumers, businesses, and government. Involves the study of marketing planning, consumer research, segmentation, and implementation of marketing strategies.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 355 Customer Relationship Mgt 3 cr

The course provides a comprehensive business model integrating customers and suppliers along the value chain. The focus is on the methodologies, tools, and techniques required for customer acquisition, retention, and profitability in competitive buyer/supplier environments.

Prerequisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D

MKT 374 Consumer Behavior 3 cr

Study of the contributions of the behavioral sciences to the interpretation of market information. Involves the use of behavioral information which pertain to the analysis of consumers and organizational buyers in both domestic and international settings.

Prerequisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D

MKT 376 Business to Business Marketing 3 cr

Study of the participants, channels, and relationships that govern the behavior of industrial buyers and marketers.

Prerequisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D

MKT 377 Pricing Strategies 3 cr

Pricing strategies encompass the design and monitoring of an integrative framework for making pricing decisions. The purpose of this course is to synthesize economic and behavioral principles with marketing, accounting, and financial information, and to analyze the various pricing options within legal, market, and corporate constraints. This course covers both theory and application of pricing strategies for national and multinational concerns organized as either a profit or non-profit entity.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 379 Retailing 3 cr

Study of the management of retail operations. Topics include store location and layout, merchandise buying and planning, legal and ethical issues, promotion, pricing, human resource management, financial planning, information systems and customer services.

Prerequisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D

MKT 380 Integrated Mkt Communications 3 cr

Study of the fundamentals of marketing communications from a strategic perspective. Examines the roles of and relationships between a variety of marketing communication elements including advertising, direct marketing, database marketing, interactive marketing, media planning, public relations, sales promotion, and personal selling.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 381 Sales Mgt & Personal Selling 3 cr

Study of the principles and practices of sales management in planning, organizing, directing, and controlling, the sales organization in both domestic and international markets. Included in the course are skills developed through presentation, discussion, and role playing. Special emphasis is directed to recruiting, selecting, training, evaluating, compensating, and supervising sales personnel and sales organizations.

Prerequisite: MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D

MKT 382 Brand Management 3 cr

Systematic examination of strategies involved in tangible and intangible product decisions. Issues and strategies involved in identifying and implementing the development of new goods and services for both domestic and international markets are examined in-depth, as well as the management of mature products.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 384 Market Research 3 cr

Study of information gathering techniques, research methods and procedures used to solve marketing problems in consumer and organizational in both domestic and international markets.

Prerequisite: (BUS 255 Minimum Grade of D or ST 275 Minimum Grade of D) and (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 385 Services Marketing 3 cr

Study of the unique features of services marketing and the service sector. Examines the strategies and activities of organizations and industries whose core product is service, such as sports, hospitality, healthcare, financial services, information technology, and event marketing.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D)

MKT 445 Real Estate Fin and Investmnts 3 cr

Analysis of income property debt and equity instruments, financing documents, financial analysis and risk scenarios of different property types, and relevant local, state, and federal laws and court cases.

Prerequisite: (MKT 345 Minimum Grade of D or FIN 346 Minimum Grade of D)

MKT 448 Real Estate Law 3 cr

A detailed examination of the contracts, documents, and instruments used in a transaction on one or more of the real property rights, and relevant local, state, and federal laws and court cases.

Prerequisite: (MKT 345 Minimum Grade of D or FIN 346 Minimum Grade of D) or MKT 346 Minimum Grade of D

MKT 477 Export-Import Management 3 cr

Study of exporting and importing strategies used by both domestic and multinational firms including a concentration in the areas of international pricing, governmental assistance, and channel selection. Emphasis is placed on the best practices and procedures of packing and documentation.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D) and (MKT 336 Minimum Grade of D or MKT 383 Minimum Grade of D)

MKT 479 Marketing Policy - W 3 cr

The capstone course for marketing majors. Integration and application of marketing concepts requiring analysis of both domestic and international marketing problems.

Prerequisite: (MKT 320 Minimum Grade of D or MKT 371 Minimum Grade of D) and MKT 374 Minimum Grade of D and (MKT 373 Minimum Grade of D or MKT 384 Minimum Grade of D or MKT 474 Minimum Grade of D)

MKT 490 Special Topics 3 cr

Designed to provide senior students an opportunity to study selected topics of particular interest. A student may count no more than six hours of Special Topics in the concentration. Prerequisite: Approval of Department Chair.

Prerequisite: MKT 320 Minimum Grade of D

MKT 492 Applications in International Business 3 cr

This course may take several formats to allow students who have achieved senior status the best method of applying concepts learned in other courses to the international business environment. The formats include a case-based course, a lecture-based course, a experiential course or mixture of those and other alternatives.

Prerequisite: MKT 320 Minimum Grade of D and MKT 310 Minimum Grade of D

MKT 494 Directed Study in Marketing 1-3 cr

Primarily designed to give superior students an opportunity to study selected topics of particular interest. Conferences, a bibliography, and a formal research report are required. Grades are awarded on a satisfactory/unsatisfactory basis. Prerequisites: Junior or senior standing, a cumulative GPA of 2.5 or better, and approval of the department chair following the evaluation of a written proposal.

MKT 496 Marketing Internship 3 cr

The internship program is designed to give students practical experience in their field of study. Students complete directed projects under the supervision of Department Chair. No more than three hours of internship credit may be counted toward a degree in the Mitchell College of Business. Prerequisites: Junior or Senior standing, declared major in marketing, overall GPA of at least 2.5, and Internship Agreement signed by department Chair.

MKT 590 Special Topics - 3 cr

Designed to provide graduate students an opportunity to study selected topics. A student may count no more than 3 hours of Special Topics in the MBA degree program. Approval of Department Chair

MKT 594 Independent Study 3 cr

Readings and research on selected topics. Conferences and formal research report required. Approval of Department Chair

MKT 701 Marketing Management 3 cr

This seminar examines the theory underpinning the study of Marketing. The seminar uses the classic research in Marketing to frame modern theoretical developments and provide students with a strong fundamental platform for their future studies.

MKT 703 Supply Chain & Logistics 3 cr

The course examines the theory and applied research in the field of business to business logistics and supply chain management.

MKT 705 Sem. Marketing Communications 3 cr

This seminar investigates the theoretical and applied research in the field of marketing communications.

MKT 707 Seminar in Marketing Strategy 3 cr

Study of consumption behavior with an emphasis on underlying theories and relevant literature within the framework of both marketing and psychology. Examination of the influences on behaviors and the process of consumer decision making from conceptual and managerial perspectives.

MKT 709 Marketing: Sp Topic- 3 cr

This seminar focuses on special applications of Marketing. The instructor will develop an in-depth analysis on several contemporary areas of study.

MKT 799 Dissertation Research 1-6 cr
Independent Scholarship working with committee