

MARKETING (MKTG)

MKTG 306 Principles of Marketing (3 Credits)

Principles of Marketing (3) Marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors discussed as they affect marketing decisions. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 307 Marketing Channels & Inst (3 Credits)

Marketing Channels and Institutions (3) Institutional, functional, and social aspects of distribution channel design and management with emphasis on retail management. Three hours of lecture per week. Prerequisite: MKTG 306.

Prerequisite(s): MKTG 306

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MKTG 336 Marketing Communications (3 Credits)

Marketing Communications (3) Design and evaluation of marketing communications: communication theory, theories of persuasion and attitude change, promotion mix decisions, and advertiser-agency relationship. Three hours of lecture per week. Prerequisite: MKTG 306.

Prerequisite(s): MKTG 306

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MKTG 430 Mktg Decision Making:TH & PRA (3 Credits)

Marketing Decision Making: Theory and Practice (3) Role of information in marketing decision making with emphasis on the application of research concepts and methodologies to marketing problems. Three hours of lecture per week. Prerequisites: MGSC 239 and MKTG 306.

Prerequisite(s): MGSC 239 and MKTG 306

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MKTG 431 Entrepreneurial Marketing (3 Credits)

Entrepreneurial Marketing (3) Planning, developing, and implementing marketing programs for entrepreneurial opportunities. Three hours of lecture per week. Prerequisite: MKTG 306 or consent of the instructor.

Prerequisite(s): (MKTG 306)

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MKTG 432 International Marketing (3 Credits)

International Marketing (3) Problems and procedures for marketing in foreign countries: effects of foreign cultures and marketing systems on design and execution of marketing. Three hours of lecture per week. Prerequisite: MKTG 306 or consent of the instructor.

Prerequisite(s): (MKTG 306)

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MKTG 435 Market Management Cases & Prob (3 Credits)

Strategic Marketing Management (3) Strategic marketing management concepts: market opportunity analysis; market segmentation, targeting, and positioning; marketing mix strategies; and the marketing control process. Three hours of lecture per week. Prerequisites: MKTG 430 and 90 semester credit hours completed.

Prerequisite(s): MKTG 430

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 444 Profesional Selling (3 Credits)

Professional Selling (3) The universal need for sales, improving sales skills, characteristics and tools needed for success in the profession. Three hours of lecture per week.

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