Marketing (MKT)

Faculty
The marketing major draws faculty from Accounting, Business, Communications and Economics.

About the discipline
An important part of any business, effective and efficient marketing plans may make the difference in the success of an organization. Marketing majors learn to generate and support important market exchanges between customers and for profit or nonprofit organizations. Students with a marketing major earn a bachelor of science (BS) degree. The Gainey School of Business professors utilize various methodologies to incorporate current marketing methods into courses, including researching and developing marketing strategies and plans for local businesses.

Program strengths and emphases
Students in the marketing major will learn to utilize analytical thinking and creativity for generating a marketing mix appropriate for the current business environment. The marketing curriculum facilitates student focus on effectiveness, efficiency and the overall ethics of strategic marketing.

Career opportunities
Because of the importance and high visibility of their jobs, advertising, marketing, promotions, public relations, and sales managers often are prime candidates for advancement to the highest ranks. Well-trained, experienced, and successful managers may be promoted to higher positions in their own or another firm; some become top executives. Managers with extensive experience and sufficient capital may open their own businesses. Marketing managers held more than a fourth of the jobs; the professional, scientific, and technical services, and the finance and insurance industries employed almost one-third of marketing managers.

Requirements
The 54-hour marketing major requires:

Marketing Core
- MKT 207 Advertising (4)
- MKT 275 Sales (3)
- MKT 321 Marketing Principles (3)
- MKT 340 Consumer Behavior (3)
- MKT 341 Retailing (3)
- MKT 347 Public Relations (4)
- MKT 351 Statistics (4)
- MKT 385 Practicum (3)
- MKT 452 Marketing Research and Design (3)
- MKT 461 Marketing Strategy (3)

Business Core
- ACC 221 Accounting I (3)
- ACC 222 Accounting II (3)
- BUS 260 Microcomputer Applications (3)
- BUS 271 Business Law (3)
- ECN 202 Principles of Economics II (3)

Electives
- APR 311 Corporate Communication (3)
- APR 404 Persuasive Speaking (3) OR
- BUS 403 Argument and Persuasion (3)
- BUS 325 Principles of Management (3)
- COM 110 Communication Technology (3)
- FIN 362 Principles of Finance (3)
- MKT 231 Creativity and Innovation (3)
- MKT 309 Advanced Advertising (4)
- MKT 421 International Marketing (3)
- WRT 216 Writing for the Media (4)

Course descriptions:

MKT 207 Advertising (4)
See APR 207 for course description. (Offered in spring).

MKT 231 Creativity and Innovation (3)
A course designed to support the major by exploring concepts of creative thinking and innovative decision-making. Creative problem-solving of marketing, public relations, and advertising situations will be the focus of the course. An additional focus will be on the marketing of new innovations and exploration of the entrepreneurial stage of the product life cycle. (Offered fall of even academic years, beginning Fall 2012.)
MKT 275 Sales (3)
Explores the theory, skills, and techniques necessary for success in the field of sales. An emphasis will be placed on ethics and biblical values throughout the course. (Offered in fall of odd academic years).

MKT 309 Advanced Advertising (4)
See APR for course description. (Offered in fall of odd academic years).

MKT 321 Marketing Principles (3)
Functions and problems of the marketing process, including financing, transportation, distribution, and some aspects of advertising and salesmanship. Students will be working with clients to put their knowledge and skills into practice. (Offered in fall and spring).

MKT 340 Consumer Relations (3)
Marketing strategy implications of consumer behavior, anthropology, economics, psychology, sociology and the consumer. (Offered in spring).

MKT 341 Retailing (3)
A critical part of many businesses is getting products into the hands of consumers. Retail is one of the largest industries in the United States. This course covers all activities involved in selling goods or services directly to final consumers. Topics include: types and structures of retail operations; pricing and positioning stores in minds of consumers; marketing strategy for retailers; promotional strategies; growth of non-store retail; global retail operations. (Offered spring of even academic years.)

MKT 347 Public Relations (4)
See APR 347 for course description. (Offered in fall).

MKT 351 Statistics (4)
See BUS 351 for course description. (Offered in fall).

MKT 421 International Marketing (3)
A conceptual framework will be developed to help students understand international business practices, international marketing strategy, and international market positioning. Additional topics will include: importing and exporting issues, international trade laws and ethics; pricing and promotion issues, geopolitical concerns, and rival strategies. (Limited offering.)

MKT 452 Marketing Research and Design (3)
Students will learn and practice developing and conducting marketing research. The goal of the research will be to determine an organization’s competitive position and enhance its performance. Techniques covered will include: questionnaire design, focus groups, observational research, testing/sampling results, and statistical analysis of collected data. (Offered spring of odd academic years.)

MKT 461 Marketing Strategy (3)
Designed as a marketing capstone course, this course integrates content from previous coursework. Students develop competitive marketing strategies for various types of complex organizations. (Offered spring of odd academic years.)

For more course descriptions see ACC, APR, BUS, ECN and WRT.