Marketing (MKT)

Major, Minor
Gainey School of Business
Department of Marketing

Faculty
K. Caleb Chan, Dean
E. Allen Knight
Wally Metts

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 60-hour marketing major requires:
Marketing Core
MKT 207 Advertising (4)
MKT 275 Sales (3)
MKT 221 Marketing Principles (3)
MKT 340 Consumer Behavior (3)
MKT 341 Retailing (3)
MKT 347 Public Relations (4)
MKT 351 Statistics (3)
MKT 351L Statistical Application for Marketing (1)
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 271 Business Law (3)
ECN 221 Introduction to Microeconomics (3)

Electives (Choose six credit hours)
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)

Required Support: 9 hours
BUS107 Foundations of Leadership & Ethics (3)
BUS 161 Management Information Systems (3)
IBS 305 Principles of International Business (3)

The 22-hour marketing minor requires:
MKT 221 Principles of Marketing (3)

Choose 19 hours of electives from the following four groups:

Group A: choose 3 courses (9 - 10 hours)
BUS 107 Foundations of Leadership & Ethics (3)
BUS 161 Management Information Systems (3)
MKT 275 Sales (3)
MKT 231 Creativity and Innovation (3)
MKT 351 Statistics (3) AND 
MKT 351L Statistical Application for 
Marketing (1)

Group B: Choose one course (3 hours) 
MKT 340 Consumer Relations (3) 
MKT 341 Retailing (3)

Group C: Choose one course (4 hours) 
APR/MKT 347 Public Relations (4) 
APR/MKT 207 Advertising (4)

Group D: Choose one course (3 hours) 
MKT 452 Marketing Research (3) * 
MKT 461 Marketing Strategy (3) 
*This course has a prerequisite of MKT 351 or equivalent.

Course descriptions:

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

MKT 221 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 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. Also 
listed as ENT 231. (Offered fall of even academic years).

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 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 (3) 
See BUS 351 for course description. (Offered in fall).

MKT 351L Statistical Application for Marketing (1) 
This is the lab portion of MKT 351. Special application of 
statics to the field of marketing will be explored. Must be 
taken concurrently with MKT 351.

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. Prerequisite: BUS/MKT 
351, MKT 221. (Offered fall 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. Prerequisite: MKT 221. (Offered 
spring of odd academic years.)