MARKETING (MKTG)

Courses

MKTG 294 | MARKETING ELECTIVE
Units: 3

MKTG 300 | FUNDAMENTALS OF MARKETING
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
The objective of this course is to introduce students to the important issues undertaken by marketers. Students will learn the language of marketing and the basic elements of a marketing analysis. Students will be able to identify, define, and examine the process of developing the components of the marketing mix, and explain how marketing managers use these components to gain competitive advantage within a socially responsible and ethical environment.

MKTG 301 | SERVICES MARKETING
Units: 3
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course examines the key characteristics that distinguish services from traditional goods marketing. Critical dimensions which customers utilize to determine quality services are emphasized. Attention is directed toward the development and demonstration of interpersonal and problem-solving skills. Learning activities can include: case analysis, marketing plan, and client-sponsored projects.

MKTG 302 | SPORTS MARKETING
Units: 3
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course explores the complex and diverse nature of sports marketing. It applies fundamental marketing concepts to the sports industry, including the marketing mix, consumer behavior, marketing research, segmentation analysis, and assessment of marketing programs specific to sports. Guidelines for the formulation of marketing goals and strategies will be included. Trends, issues, and problems influencing the industry will also be examined.

MKTG 305 | GLOBAL MARKETING
Units: 3 Repeatability: No
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
The purpose of this course is to provide an up-to-date overview of global marketing. The principles of marketing will be augmented by additional exposure to the opportunities and problems facing marketing managers in the changing global marketplace. Special attention will be given to the management of cultural differences in product development, distribution systems, pricing, and marketing communication. For International Business minors only, BUSN 361 may substitute MKTG 300 as the prerequisite for this course.

MKTG 330 | PROFESSIONAL SELLING
Units: 3 Repeatability: No
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course examines the role of professional selling in a firm’s promotion and marketing strategy, and presents the principles and methods of persuasive communication. Concepts from the behavioral sciences are explored to show their application in sales situations. Attention is focused on the development and demonstration of effective sales presentation techniques.

MKTG 331 | INTERNATIONAL BUSINESS TO BUSINESS MARKETING
Units: 3 Repeatability: No
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course examines the importance and impact of marketing products and services to other businesses and organizations in the international economy across country and cultural boundaries, the unique nature of business customer's needs, and the different business marketing strategies that can be employed to meet those needs. The course draws heavily on top business publications and current international events regarding international business to business marketing.

MKTG 340 | DIGITAL MARKETING AND SOCIAL MEDIA
Units: 3
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course explores the Internet and digital domain in the context of business issues that concern marketers. The course extends beyond a narrow definition of e-marketing and expands it to all aspects of digital communications including mobile and social media. There is a dual focus on both theory and application concerning the digital elements of marketing variables; online consumer behavior; search engine marketing; social media; analytics; and measurement. A special focus is placed on web development and paid advertising campaigns.

MKTG 350 | ADVERTISING AND PROMOTION
Units: 3
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course provides a basic understanding of communication theory, branding, marcom tactics, planning, and coordination of integrated marketing communications (IMC) programs. The roles of public relations, direct response, advertising, collaterals, the Internet, and digital media are examined. Students practice the skills necessary to plan, execute, and coordinate an integrated marketing communications project or campaign.

MKTG 351 | ADVERTISING CAMPAIGNS
Units: 3
Prerequisites: MKTG 300 and (MKTG 350 or MKTG 410 or MKTG 420) and (MATH 130 or MATH 150 or MATH 151)
Advertising Campaigns involves the analysis of market behavior, trends, and consumer motivation, with an emphasis upon the creation of an advertising campaign. Students conduct marketing research within a selected target market, develop a strategic brand position, and develop a campaign to effectively convey their brand’s position and value to the intended target audience. This course challenges students to push their creative capabilities while remaining within the parameters of sound marketing research and strategic objectives.

MKTG 355 | INTRODUCTION TO PUBLIC RELATIONS
Units: 3
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
This course provides an introduction to public relations as a component of marketing communications. The strategic aspects and tactical implementation of public relations are covered, including a review of public relations campaigns as well as crisis communication. Also examined are the effects of research, public opinion, ethics, and laws on public relations activities. Career opportunities with public relations firms are discussed.

MKTG 410 | MARKETING RESEARCH
Units: 3 Repeatability: No
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)
The emphasis in this course is placed on the relationship between marketing research and the business decision. A complete marketing research project is developed. Topics include: research methodology and the business function, problem formulation and the role of research, data collection, and analysis.
MKTG 411 | MARKETING ANALYTICS  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course takes an applied, data driven, approach to marketing decisions such as measuring the effectiveness of promotions, pricing strategy, and market segmentation. Students will study marketing problems and learn how different types of data and methodologies can be used to solve these problems. Students will learn both descriptive and predictive techniques to help make marketing decisions.

MKTG 420 | CONSUMER BEHAVIOR  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course explores how consumers process information and make decisions. Influence factors, such as attitudes, learning, personality, culture, motivation, perception, and reference groups on consumer decision making are examined. The emphasis is on understanding the decision-making process and its application to the development of sound marketing strategy.

MKTG 422 | VISUAL METHODS FOR EXPLORING CONSUMER BEHAVIOR  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course examines literature on analyzing visual data and the research methodologies of consumer ethnographic photography and filmmaking as ways of understanding and communicating consumer behavior. While immersed in the literature, photography, and film of visual methods research, students will create several photography and film projects, each attended with a written paper. The course will conclude with a film festival and critique of student-produced films.

MKTG 422W | VISUAL METHODS FOR EXPLORING CONSUMER BEHAVIOR  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course examines literature on analyzing visual data and the research methodologies of consumer ethnographic photography and filmmaking as ways of understanding and communicating consumer behavior. While immersed in the literature, photography, and film of visual methods research, students will create several photography and film projects, each attended with a written paper. The course will conclude with a film festival and critique of student-produced films.

MKTG 435 | BUSINESS OF HEALTHCARE  
Units: 3  
Repeatability: No  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course is designed for students interested in a career in any of the sectors that comprise the healthcare value chain. Pharmaceutical, biotechnology, diagnostic and device manufacturers in addition to traditional hospitals form a significant part of the healthcare industry and are well represented in the San Diego region. Students with an interest in Marketing, Operations, Finance, Project Management, Law and Nursing will find this course of value because it offers opportunities to explore topics related to efficiency, equity, access and effectiveness of healthcare. (Note: Non-business majors and Economics majors may request a waiver of the prerequisites from the Marketing Department Chair and instructor if the student has relevant experience or background.).

MKTG 440 | BRAND MANAGEMENT  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course outlines how brand management is a fundamental element of competitive strategy. It explores the principles that determine success or failure in managing a brand, and the decisions brand managers face managing their brands. The course offers a thorough perspective of brand management as a discipline and as a career.

MKTG 480 | ADVANCED MARKETING PROJECT  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
This course offers the opportunity to implement the basic fundamentals of marketing through an experiential learning situation, simulation, case analysis, or combination of these. May involve interaction with business or other organizations in the execution of marketing strategy. This course may not be repeated for credit.

MKTG 490 | MARKETING STRATEGY  
Units: 3  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
The capstone course for marketing majors. This course develops skills in analyzing practical marketing situations and the formulation and implementation of effective marketing strategies. Discussion of the relationship of the marketing process to the business function as a whole.

MKTG 494 | SPECIAL TOPICS  
Units: 1-3  
Repeatability: Yes (Can be repeated for Credit)  
Topics of current interest in marketing. Course content and structure will differ depending on instructor. Consult your advisor for course description for any given semester. May be repeated once for credit.

MKTG 499 | INDEPENDENT STUDY  
Units: 1-3  
Repeatability: Yes (Can be repeated for Credit)  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.