

# MARKETING (MKTG)

## MKTG 294 | SPECIAL TOPICS IN MARKETING

**Units: 1-4 Repeatability: Yes (Repeatable if topic differs)**

An overview and analysis of selected topics in marketing. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

## MKTG 300 | FUNDAMENTALS OF MARKETING

**Units: 3 Repeatability: No**

**Core Attributes: First Yr Integration (LC Only), Oral communication competency**

Prerequisites: ECON 101 with a minimum grade of C-

This course introduces students to the issues and matters 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. Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.

## MKTG 301 | SERVICES MARKETING

**Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 303 | FUNDAMENTALS OF MARKETING ALTERNATIVE

**Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C-

This course introduces students to the issues and matters 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. The course content is equivalent to MKTG 300, Fundamentals of Marketing. However, it does not satisfy any USD core curriculum requirements.

## MKTG 305 | GLOBAL MARKETING

**Units: 3 Repeatability: No**

**Core Attributes: Advanced writing competency**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

This course provides 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 306 | GLOBAL MARKETING ALTERNATIVE

**Units: 3 Repeatability: No**

Prerequisites: MKTG 300 or MKTG 303

This course provides 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. The course content is equivalent to MKTG 305, Global Marketing. However, it does not satisfy any USD core curriculum requirements. For international business minors only, BUSN 361 may substitute MKTG 300 as the prerequisite for this course.

## MKTG 308 | FASHION MARKETING

**Units: 3 Repeatability: No**

Prerequisites: MKTG 300

This course will examine the fashion industry, the fourth largest sector of the global economy valued at 3 trillion dollars, through a marketing lens. Our cross-cultural and multidisciplinary exploration will approach fashion as an artistic expression of daily human life shaped by political, economic, social and cultural forces. We will analyze the development of the human wardrobe as a creative commercial product; address cultural sensitivity and ethics in fashion marketing; examine the impact of the sustainability movement on fashion; and discuss the digital future of fashion brands. During the semester-long journey across the globe, students will express their own creativity in fashion styling and fashion brand storytelling. Class sessions will aim to be highly interactive and will consist of discussions, exercises, videos, some lectures, and student projects and presentations. All attempts will be made to bring in engaging guest speakers.

## MKTG 330 | PROFESSIONAL SELLING

**Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 340 | SOCIAL MEDIA MARKETING

**Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

This course introduces the student to the complexities, challenges, and opportunities that social and new media create for marketers. The course covers topics including the role of social media in marketing, conducting a social media audit, creating and managing brand presences on social media, creating unpaid and paid social content, native advertising and influencers, and differences with online video. Students will work hands-on with relevant social media tools and analytics, with a dual focus on strategic understanding and tactical campaign development.

**MKTG 341 | DIGITAL MARKETING****Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 a focus on digital strategy and implementation. There is a dual focus on both theory and application concerning the digital elements of marketing variables: online consumer behavior; search engine marketing; web development; content creation & email marketing; and analytics. A special focus is placed on hands-on, experiential learning.

**MKTG 350 | ADVERTISING AND PROMOTION****Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

This course provides an understanding of communication theory, branding, strategic planning, creative tactics, and media planning within the integrated marketing communications (IMC) paradigm. The roles of advertising, direct marketing, digital and social media marketing, sales promotion, and public relations are examined. Students practice the skills necessary to plan, execute, and coordinate an IMC project or campaign.

**MKTG 351 | ADVERTISING CAMPAIGNS****Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 | PUBLIC RELATIONS****Units: 3 Repeatability: No**

Prerequisites: ECON 101 and (MKTG 300 or MKTG 303)

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 or MKTG 303) and (ECON 216 with a minimum grade of C- or ECON 217 with a minimum grade of C-) and (MATH 130 with a minimum grade of C- or MATH 133 with a minimum grade of C- or MATH 150 with a minimum grade of C- or MATH 151 with a minimum grade of C-) and ECON 101 with a minimum grade of C-

This course emphasizes 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 Repeatability: No**

Prerequisites: (MKTG 300 or MKTG 303) and (ECON 216 with a minimum grade of C- or ECON 217 with a minimum grade of C-) and (MATH 130 with a minimum grade of C- or MATH 133 with a minimum grade of C- or MATH 150 with a minimum grade of C- or MATH 151 with a minimum grade of C-) and ECON 101 with a minimum grade of C-

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 413 | MARKETING RESEARCH ALTERNATIVE****Units: 3 Repeatability: No**

Prerequisites: MKTG 300 and (ECON 216 with a minimum grade of C- or ECON 217 with a minimum grade of C-) and ECON 101 with a minimum grade of C-

This course emphasizes 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. The course content is equivalent to MKTG 410, Marketing Research. However, it does not satisfy any USD core curriculum requirements.

**MKTG 420 | CONSUMER BEHAVIOR****Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 435 | BUSINESS OF HEALTHCARE****Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and MKTG 300

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. 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 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

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 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

This course offers the opportunity to implement the basic fundamentals of marketing through an experiential learning situation, simulation, case analysis, or combination of these. This course may involve interaction with business or other organizations in the execution of marketing strategy. This course may not be repeated for credit.

**MKTG 494 | SPECIAL TOPICS IN MARKETING****Units: 1-4 Repeatability: Yes (Repeatable if topic differs)**

Prerequisites: MKTG 300 or MKTG 303

An in-depth analysis of selected topics in marketing. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

**MKTG 495 | MARKETING STRATEGY****Units: 3 Repeatability: No**

Prerequisites: ECON 101 with a minimum grade of C- and (MKTG 300 or MKTG 303)

This is the capstone course for marketing majors. Students examine the critical issues and variables in selecting a marketing strategy, with an emphasis on how to accomplish strategic analysis and planning. Topics include the comparison of business and marketing strategies, marketing situation analysis, designing marketing strategy, marketing program development, and marketing strategy management and implementation. Senior standing is required.

**MKTG 496 | UNDERGRADUATE RESEARCH****Units: 1-3 Repeatability: Yes (Can be repeated for Credit)**

Students develop and/or assist in research projects in various fields of marketing under the supervision of a faculty member. Students will meet with a faculty member, with whom a research relationship is established, on an on-going basis to discuss the research project, assess the student's role and responsibilities, and to discuss the process of conducting scholarly research. Students may participate in a range of research activities, including but not limited to: survey construction and design, project management, participant solicitation, experimental research, qualitative interviewing, focus group moderation, fieldwork, literature searches, data entry, data analysis, critical analysis, political economy inquiries, and writing of instruments and manuscripts. Students must register with a specific faculty member with whom they complete a contract outlining the roles and responsibilities of the student and faculty member. A maximum of three units of undergraduate research may be used to satisfy requirements for the major. Requires professor and department chair approvals.

**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.