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: Oral communication competency
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
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 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
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 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
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 and (MATH 130 or MATH 150 or MATH 151)
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 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
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 306 | GLOBAL MARKETING ALTERNATIVE
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. 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 330 | PROFESSIONAL SELLING
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
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 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
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 350 | ADVERTISING AND PROMOTION
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
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  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
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  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
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 400 | MARKETING RESEARCH  
Units: 3  Repeatability: No  
Core Attributes: Advanced writing competency  
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ECON 101  
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 410 | MARKETING ANALYTICS  
Units: 3  Repeatability: No  
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ECON 101  
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 411 | MARKETING RESEARCH ALTERNATIVE  
Units: 3  Repeatability: No  
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ECON 101  
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. 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 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
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 and (MATH 130 or MATH 150 or MATH 151) 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 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.

MKTG 440 | BRAND MANAGEMENT  
Units: 3  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
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 450 | ADVANCED MARKETING PROJECT  
Units: 3  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
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  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
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 494 | SPECIAL TOPICS IN MARKETING  
Units: 1-4  Repeatability: Yes (Repeatable if topic differs)  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
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 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.