

MARKETING (MKT)

MKT 126 – First Year Seminar 1 credit hour

The First-Year Seminar provides students with a multidisciplinary experience in which they approach an issue or problem from the perspective of three different academic differences. The First-Year Seminar will consist of three 1-credit hour courses taken as co-requisites in a single semester. The successful completion of all three courses satisfies the General Studies LOPER 1 course requirement. Students may take the First-Year Seminar in any discipline, irrespective of their major or minor. Students admitted as readmit students or transfer students who transfer 18 or more hours of General Studies credit to UNK are exempt from taking a LOPER 1 course.

MKT 280H – Special Topics 1-3 credit hours

Total Credits Allowed: 3.00

MKT 300 – Principles of Marketing 3 credit hours

The course will inform students of the theories, principles, and methods involved in the transaction and organized exchange of goods and services. Discussion of the history and evolution of marketing, its present-day challenges, and strategies connected with developing, pricing, promoting, and distributing goods and/or services.

Prerequisite: Sophomore standing

MKT 331 – Professional Selling 3 credit hours

An examination of the role of professional selling as a key component of marketing communications. Various techniques of professional selling and methods for developing long-term relationships with customers are explored, including the use of role-playing.

MKT 336 – Services Marketing 3 credit hours

This course presents concepts and strategies for addressing the distinctive marketing challenges in service industries, including the tourism, hospitality, banking, healthcare, and professional services.

MKT 350 – Marketing Dashboards and Data Visualization 3 credit hours

Advances in big data research have created new opportunities for marketers. A wealth of information can now be tapped for insights into consumer behavior that will lead to more effective strategic decisions. In this class, data visualization theories and tactics will be reviewed to improve the overall communication of ideas and statistics. In addition, the formation and evaluation of dashboards will be explored so students can learn how to create more compelling reports, presentations, and websites. Interactive visualizations (i.e., infographics) will also be discussed.

Prerequisite: MKT 300

MKT 366 – Event Operation Fundamentals 3 credit hours

This course provides a comprehensive overview of the complexities of event planning, marketing, and management. Events discussed in class range from mega-events to local events. Students will learn how to effectively identify, plan and manage a successful event.

MKT 377 – Digital and Social Media Marketing 3 credit hours

This course is focused on contemporary marketing strategies that employ social media tactics. Topics include social networks, microblogging, podcasts, etc. The goal of this course is for students to become familiarized with tools that businesses use through social media to generate brand equity. This course will synthesize information among the disciplines of marketing, advertising, consumer behavior, and public relations, among others. Concepts from each of these disciplines will be introduced in order to complement the content focused on social media.

Prerequisite: Junior Standing

MKT 395 – Field Experiences in Practical Marketing 3 credit hours

The course offers a series of on-site activities designed to allow the student to experience, analyze and develop a marketing plan for an organization in a major market area. Primary and secondary data research emphasizing marketing functions, business interactions, sociocultural relationships and global impact will be utilized.

MKT 420 – Retail Management 3 credit hours

A study of retail institutions and the basic principles and methods of retail merchandising, buying, and selling; store location, layout and operation; store and personnel management.

Prerequisite: MKT 300 or permission of instructor

MKT 430 – International Marketing 3 credit hours

A comprehensive overview of existing international marketing systems, history and development.

Prerequisite: MKT 300 or MGT 330

MKT 433 – Marketing Channels Management 3 credit hours

How to design, organize and control the alliances among the institutions, agencies, and within a company unit involved with the process of making certain that products and services are available for consumption by industrial, commercial, and household end users.

Prerequisite: MKT 300 or permission of instructor

MKT 434 – Business-to-Business Marketing 3 credit hours

Marketing in the business-to-business environment including trade, institutional, service, agribusiness, and governments; study of purchasing and buyer behavior in organizations; determination of business-to-business marketing strategies as well as e-business strategies.

Prerequisite: MKT 300

MKT 435 – Marketing Research 3 credit hours

This experiential learning course applies basic statistical tools (ex. MGT 233) to structured research procedures for data processing and analysis, data visualization, and inferential statistics to develop predictive modeling and prescriptive marketing strategies for clients.

Prerequisite: MKT 300 and MGT 233 or STAT 241

MKT 437 – Sales Management 3 credit hours

The concepts and practices of an established body of management knowledge used to cope with the dynamic business environment of both direct and telemarketing sales; job descriptions and qualifications, recruiting, training, determining sales potential, establishing workloads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people.

Prerequisite: MKT 300 or MKT 331 or permission of instructor

MKT 438 – Consumer Behavior 3 credit hours

A detailed and in-depth analysis of why and how people buy, based upon an understanding of the nature of consumer behavior on both the micro and macro level; includes the effects of internal and external influences on decision making.

Prerequisite: MKT 300 and junior standing or permission of instructor

MKT 440 – Advertising Management 3 credit hours

A study of advertising as a marketing function with emphasis on planning and implementing the advertising campaign, creating copy and layouts, media selection, and scheduling.

Prerequisite: MKT 300 or permission of instructor

MKT 444 – Person Marketing 3 credit hours

Students will gain the skills to market individuals, i.e., how to take the unique product—a specific person to the marketplace. Students will learn to create SWOT analysis for the person they are marketing using creative problem-solving skills. Students will develop a marketing plan to market themselves.

Prerequisite: Senior standing or permission of instructor

MKT 450 – Pharmaceutical Marketing 3 credit hours

Students will gain the skills to market pharmaceuticals, i.e. how to take product science to the marketplace. Student's analytical, creative, problem-solving decision skills will be enhanced to improve success of product in the marketplace. Students will work on project conducting a market analysis, including a competitor assessment, and a marketing plan for an assigned pharmaceutical drug.

Prerequisite: Senior standing or permission of instructor

MKT 456 – Marketing Management 3 credit hours

A capstone marketing course covering market analysis, marketing plan development, execution and control; integrates and builds upon previous specialized marketing courses.

Prerequisite: MKT 435 and MKT 438

MKT 457 – E-Marketing 3 credit hours

The pragmatic and theoretical aspects of E-marketing, including E-mail orders and direct response advertising, reassurability and accountability, E-mail lists and data, plus the integration of E-marketing programs into total marketing efforts and into overall organization goals and functions.

MKT 460 – Strategic Product Management 3 credit hours

To develop an awareness and understanding of the issues, tools and techniques used from inception to launch of a product.

Prerequisite: MKT 300 or permission of instructor

MKT 474 – International Experiential Learning: Marketing 1-3 credit hours

To learn to work in one or more multi-cultural, international business environment, outside of their native country and the United States, through first-hand experiences outside the classroom that require significant cross-cultural business-related immersion, such as visiting and engaging with businesses abroad or in the multinational organizations within the US.

Department Consent Required

Total Credits Allowed: 3.00

Prerequisite: MKT 430 or MGT 330 or ECON 430 and junior or senior standing and permission of instructor

MKT 475 – Marketing Internship 1-15 credit hours

A work experience program planned for students preparing for employment in business and industry. Internships above three credit hours need marketing advisor approval.

Total Credits Allowed: 15.00

Prerequisite: Minimum GPA 2.5 and MKT 300

MKT 498 – Marketing Topics 3 credit hours

Selected topics and problems of current interest considered in depth. Class discussion and course projects. Topics vary each semester depending upon instructor.

Department Consent Required

MKT 499 – Special Problems in Business 1-3 credit hours

Independent investigations of business problems. Topics to be investigated may be tailored to meet the needs of the student. A case study course designed (1) to integrate the knowledge acquired in other courses in business administration, and 2) to emphasize analysis and decision-making.

Department Consent Required

Total Credits Allowed: 3.00