BMKT - Business: Marketing

BMKT 112. Applied Sales. 3 Credits.
BMKT 225. Marketing. 3 Credits. (3 Lec) F,S
Students will learn and understand marketing, the process through which organizations analyze, plan, implement, and control programs to develop and maintain beneficial exchanges with target buyers. This course covers fundamental marketing terminology, concepts and strategies including product development, consumer behavior, research, target markets, pricing, channels of distribution, promotion and marketing plans.

BMKT 240. Advertising. 3 Credits.
BMKT 241. Sales. 3 Credits. (3 Lec) On Demand
Principles of sales for non-business majors. Focus is on selling in retail and service environments. This course may not substitute for any required business course.

BMKT 291. Special Topics. 1-4 Credits. (1 Lec; 12 cr max) On Demand Max 12 cr. PREREQUISITE: None required but some may be determined necessary by each offering department. Courses not required in any curriculum for which there is a particular one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number.

BMKT 292. Independent Study. 1-3 Credits. (1 Ind; 6 cr max) On Demand Max 6 cr. PREREQUISITE: Consent of instructor and approval of Associate Dean. Directed research and study on an individual basis. Not to be used as a substitute for a required course.

BMKT 325. Principles of Marketing. 3 Credits. (3 Lec) F,S PREREQUISITE: BMKT 241 and BMGT 240IS. Marketing management decision-making in the product, price, promotion, and distribution areas. The behavioral, legal, ethical, competitive, technological, and economic environments as they affect decisions in the domestic and international organization.

BMKT 337. Consumer Behavior. 3 Credits. (3 Lec) F,S PREREQUISITE: BMKT 325. For business majors: formal admission to the College of Business. Application of behavioral sciences to understanding human behavior in the market place. Emphasis on culture and subculture, social class, reference group, family, attitudes, perception, motivation, personality, and learning theory on consumer and marketing management decisions.

BMKT 342R. Marketing Research. 3 Credits. (3 Lec) F,S PREREQUISITE: STAT 217Q or BMKT 240IS, and BMKT 325. For business majors: formal admission to the College of Business. The application of scientific research methods to marketing problems. The emphasis is on survey design and data analysis for market segmentation studies.

BMKT 343. Integrated Marketing Communication. 3 Credits. (3 Lec) F,S PREREQUISITE: Senior standing and BMKT 325. For business majors: formal admission to the College of Business. Explores the use of advertising, sales promotion, Internet, electronic media, and personal selling as methods for promoting goods and services. Taught from the perspective of the marketing manager, with emphasis on the theory, strategy, and tactics of promotion. College of Business.

BMKT 406. Advertising Campaign Development. 4 Credits. (3 Lec, 1 Lab) F,S PREREQUISITE: Business students junior or senior standing with consent of instructor. Graphic design students GDSN 223 and GDSN 224 with consent of instructor. Students enter the National Student Advertising Competition. The interdisciplinary team of business and graphic design students answers a brief from a national corporation to develop a complete advertising campaign that includes primary research, marketing strategy, media selection, creative development and producing video/digital/print executions.

BMKT 420. Integrated Online Marketing. 3 Credits.
BMKT 436. Sales and Sales Management. 3 Credits. (3 Lec) F,S PREREQUISITE: BMKT 325. For business majors: formal admission to the College of Business. Focus on sales and sales management in a business-to-business and business-to-consumer setting. Students will develop personal, technical, and management skills as they learn selling techniques, practice and develop personal selling skills, and use Customer Relationship Management (CRM) software. College of Business.

BMKT 441. International Marketing. 3 Credits. (3 Lec) S PREREQUISITE: BMKT 325 and BGEN 242D. For business majors: formal admission to the College of Business; for non-business majors: BMKT 325 and BGEN 242D, or consent of instructor. International economic, financial, cultural, political, and legal environment; marketing research, market segmentation and positioning issues analyzed primarily from a global perspective. Global strategies and organizational designs described and analyzed as related to foreign market entry, sourcing, product development, pricing, promotion, logistics and distribution, and export-import management.

BMKT 444. Retail Management. 3 Credits. (3 Lec) S PREREQUISITE: Senior standing and BMKT 325. For business majors: formal admission to the College of Business. The application of marketing theory to retail management problems. Topics include structure of the retail industry and nature of competition; merchandise planning, budgeting and control; and pricing and location theory.

BMKT 446. Marketing for Entrepreneurs. 3 Credits. (3 Lec) F,S PREREQUISITE: BMKT 325. For business majors: formal admission to the College of Business. For non-business majors: consent of instructor. Examines the unique marketing challenges faced by start-up organizations. New firms are often resource constrained. As a result, penetrating markets dominated by larger competitors with new and innovative products and services requires different marketing tactics. Markets are undefined and establishing primary demand for a new product category may be required.

BMKT 447. Marketing Mix and Design. 3 Credits. (1 Lec) PREREQUISITE: BMKT 325. For business majors: formal admission to the College of Business. For non-business majors: approval of instructor. Students learn the basics of design and graphics standards in support of the marketing mix, with an emphasis on promotional aspects of the mix, such as logos, advertising, websites, and other key promotions while gaining fundamental technical and aesthetic skills. Design programs such as Photoshop, Illustrator, and InDesign will be introduced and applied to marketing strategies as students consider how to communicate visually to key audiences.

BMKT 484. Internet Marketing Practicum. 3 Credits. (3 Lec) PREREQUISITES: BMKT 325, BMKT 337, BMKT 343, and BMKT 420 preferred; For business majors: formal admission to the College of Business. Internet Marketing Practicum introduces students to one of the most important and fastest growing sectors in marketing – Internet advertising. Students manage live Google Ads campaigns working with nonprofit clients using real money, gathering actual data to make strategic marketing decisions.

BMKT 485. Applied Marketing Strategy. 4 Credits. (4 Lec) PREREQUISITES: BMKT-325 and consent of instructor; For business majors: formal admission to the College of Business. The American Marketing Association Collegiate Case Competition brings together top business and design students to work on a marketing challenge submitted by a sponsoring organization. The case sponsor provides a detailed marketing problem for which it seeks to gain the perspective of AMA’s best students, who will compete by developing a marketing strategy in a nationally recognized competition. Students will spend the fall semester working on the marketing plan for the annual case sponsor. BMKT 337, BMKT 342, and BMKT 343 are not formal prerequisites, but it is beneficial if students have taken those courses.

BMKT 490R. Undergraduate Research. 1-6 Credits. (1-6 Ind; 12 cr max) On Demand PREREQUISITE: Senior standing and consent of instructor. For business majors: Formal admission to the College of Business. Directed undergraduate research which may culminate in a research paper, journal article, or undergraduate thesis. Course will address responsible conduct of research. May be repeated.

BMKT 491. Special Topics. 1-4 Credits. (1 Lec; 12 cr max) F,S Max 12 cr. PREREQUISITE: Formal admission to the College of Business, consent of instructor and course prerequisites as determined for each offering. Courses not required in any curriculum for which there is a particular one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number.

BMKT 492. Independent Study. 1-3 Credits. (1 Ind; 6 cr max) On Demand Max 6 cr. PREREQUISITE: Junior standing, formal admission to the College of Business, consent of instructor and approval of Associate Dean. Directed research and study on an individual basis. Not to be used as a substitute for a required course.

BMKT 494. Seminar. 1 Credit. (1 Sem) On Demand PREREQUISITE: Junior standing and as determined for each offering. Topics offered at the upper-division level which are not covered in regular courses. Students participate in preparing and presenting discussion material. 201570.
BMKT 498. Internship. 1-12 Credits. (1-12 Ind; 12 cr max) F,S,Su
PREREQUISITE: BMKT 325, formal admission to the College of Business, and consent of instructor. An individualized assignment arranged with an agency, business, or other organization to provide guided experience in the field.

BMKT 499. Senior Capstone: Marketing Management. 3 Credits. (3 Lec) F,S
PREREQUISITE: Senior standing, BMKT 337, BMKT 342R, BMKT 343, and BMKT 436. For business majors: formal admission to the College of Business. BMKT 436 may be taken as a co-requisite. The content of previous marketing courses is applied using the case method to solve marketing problems. Emphasis is on marketing strategy and implementation.

BMKT 591. Special Topics. 1-4 Credits. (1 Lec; 12 cr max) On Demand
Max 12 cr. PREREQUISITE: Upper-division courses and others as determined for each offering. Courses not required in any curriculum for which there is a particular one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number.

BMKT 592. Independent Study. 1-3 Credits. (1 Ind; 6 cr max) On Demand
Max 6 cr. PREREQUISITE: Graduate standing, consent of instructor, approval of Associate Dean and Dean of Graduate Studies. Directed research and study on an individual basis.
Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.