BMKT - Business: Marketing

BMKT 112. Applied Sales. 3 Credits. (3 Lec) F
Offered by Gallatin College. This course will provide the foundation for understanding sales. Students will understand the tactics for researching prospects, identifying and qualifying leads, and methods for successful negotiation with customers. Particular attention will be paid to understanding mindset and habits to succeed in sales situations in a small business setting.

BMKT 225. Marketing. 3 Credits. (3 Lec) ES
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. (3 Lec) S
Offered by Gallatin College. In this course students will examine how advertising contributes to the overall success of marketing a product, service or organization. Professionals in advertising need to understand how communication goals are achieved through understanding the target audience and ensuring appropriate messages are delivered through strategically selected media channels. Students will display an understanding of the strengths and weaknesses of each communication channel and why it is critical to developing an effective advertising plan. Participants will apply readings to be able to critically evaluate the advertising channels and develop a plan based on a hypothetical budget and target audience.

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) ES
PREREQUISITE: Junior standing and ECNS 101IS. 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) ES
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) ES
PREREQUISITE: STAT 217Q or BMGT 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) ES
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. (2 Lec) FS
PREREQUISITES: For business majors: BMKT 325 and formal admission to the College of Business; for non-business majors: consent of instructor. Through readings, case studies and hands-on projects, students will come away with an understanding of the basics of digital marketing and analytics. Students will be exposed to such topics as email marketing, user experience design, social and paid media, search engine optimization (SEO), basic website design and maintenance, mobile marketing and online analytics. Technology platforms may include WordPress, UserTesting.com, Google Analytics + Data Studio, AdWords, Facebook Audience Insights, and a variety of specialized tools employed in industry.

BMKT 436. Sales and Sales Management. 3 Credits. (3 Lec) FS
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. 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. (3 Lec) On Demand
PREREQUISITE: Senior standing, BMKT 325 and approval of instructor. For business majors: formal admission to the College of Business. Students teams apply their expertise in marketing to practical business problems encountered by firms in the community and surrounding area. The problems have their basis in any of the marketing mix elements such as identifying market potential, developing a promotional campaign, or development of a new product.

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) FS
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 493. 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.

BMKT 498. Internship. 1-12 Credits. (1-12 Ind; 12 cr max) FS,S
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) ES
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.