

BMKT - Business: Marketing

BMKT 112 Applied Sales: 3 Credits (3 Lec)

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)

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.

Repeatable up to 3 credits.

BMKT 240 Advertising: 3 Credits (3 Lec)

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 weakness 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 291 Special Topics: 1-4 Credits (1 Lec)

PREREQUISITE: None required but some may be determined necessary by each offering department. Offered as needed based on student demand. 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

Repeatable up to 12 credits.

BMKT 292 Independent Study: 1-3 Credits (1 Other)

PREREQUISITE: Consent of instructor and approval of Associate Dean. (F, Sp, Su) Directed research and study on an individual basis. Not to be used as a substitute for a required course

Repeatable up to 6 credits.

BMKT 325 Principles of Marketing: 3 Credits (3 Lec)

PREREQUISITE: Sophomore standing and ECNS 101IS. (F, Sp, Su) 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)

PREREQUISITE: Sophomore standing and BMKT 325. (F, Sp) 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)

PREREQUISITE: STAT 217 or STAT 337 or BMGT 240IS, and BMKT 325. (F, Sp) 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)

PREREQUISITE: BMKT 325 and sophomore standing. (F, Sp) 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)

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

Repeatable up to 8 credits.

BMKT 420 Integrated Online Marketing: 3 Credits (2 Lec, 1 Other)

PREREQUISITE: BMKT 325 and junior standing. (F, Sp) 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)

PREREQUISITE: Junior standing and BMKT 325. (F, Sp) 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)

PREREQUISITE: Junior standing, BMKT 325 and BGEN 242D. 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)

PREREQUISITE: Junior standing and BMKT 325. (Sp) 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)

PREREQUISITE: BMKT 325 and junior standing. (F, Sp) 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)

PREREQUISITE: Junior standing and BMKT 325. (F, Sp) 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)

PREREQUISITE: BMKT 325, BMKT 337, and BMKT 343; BMKT 420 preferred. (Sp) 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)

PREREQUISITE: BMKT 325 and consent of instructor. (F) 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 Other)

PREREQUISITE: Senior standing and consent of instructor. () Offered as needed based on student demand. 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 Repeatable up to 12 credits.

BMKT 491 Special Topics: 1-4 Credits (1 Lec, 3 Lab)

PREREQUISITE: Formal admission to the College of Business, consent of instructor and course prerequisites as determined for each offering. Offered as needed based on student demand. 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 Repeatable up to 12 credits.

BMKT 492 Independent Study: 1-3 Credits (1 Other)

PREREQUISITE: Junior standing, consent of instructor and approval of Associate Dean. (F, Sp, Su) Directed research and study on an individual basis. Not to be used as a substitute for a required course Repeatable up to 6 credits.

BMKT 494 Seminar: 1 Credits (1 Lec)

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 Repeatable up to 4 credits.

BMKT 498 Internship: 1-12 Credits (1-12 Other)

PREREQUISITE: BMKT 325 and consent of instructor. (F, Sp, Su) An individualized assignment arranged with an agency, business, or other organization to provide guided experience in the field Repeatable up to 12 credits.

BMKT 499 Senior Capstone: Marketing Management: 3 Credits (3 Lec)

PREREQUISITE: BMKT 325 and senior standing. (F, Sp) The content of previous marketing courses is applied using the case method to solve marketing problems. Emphasis is on marketing strategy and implementation. BMKT 436 may be taken as a co-requisite

BMKT 591 Special Topics: 1-4 Credits (1 Lec)

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 Repeatable up to 12 credits.