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 222. Customer Service and Marketing. 3 Credits. (Lec 3) F
Offered by Gallatin College. This course will provide the foundation for understanding the components of successful customer service. Students will understand the vital importance of great customer service to the ongoing success of a business and the culture necessary to support an offering.

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) F,S, Su
PREREQUISITE: BMKT 325. For business majors: formal admission to the College of Business. Application of behavioral sciences to understanding human behavior in the marketplace. Emphasis on culture and subculture, social class, reference groups, 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 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
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.

BMKT 420. Integrated Online Marketing. 3 Credits. (2 Lec) F
PREREQUISITE: BMKT 325 and junior standing. For business majors: formal admission to the College of Business. Through readings, case studies and hands-on projects, students will come away with an understanding of foundations, research, strategy, execution, measurement, and adaptation as it relates to effective online marketing. Leading thinkers at companies like IDEO, Google, MailChimp, Salesforce.com, and Amazon will address special topics such as email marketing, user experience design, social media, search engine optimization (SEO), building online communities, and mobile marketing.

BMKT 436. Sales and Sales Management. 3 Credits. (3 Lec) F
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.

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. 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) F
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: customer and employee service, inventory analysis, export-import management.

BMKT 446. Marketing for Entrepreneurs. 3 Credits. (3 Lec) F
PREREQUISITE: BMKT 325. For business majors: formal admission to the College of Business. 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. Student 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. 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: 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.

BMKT 498. Internship. 2-12 Credits. (2 Ind; 12 cr max) On Demand
PREREQUISITE: 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
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.