

MARKETING (MKTG)

MKTG 210 Service-Learning in Marketing (1 cr)

Students must complete 30 hours of volunteer service. Type of service must be approved by your faculty supervisor. A journal must be kept throughout the service-learning project documenting when, how long, and the type of activity. The service-learning project must be completed within one calendar year (preferably one semester). Assignments outstanding longer than this will be graded unsatisfactory.

Attributes: Service-Learning, Full 30 Hours
Grading Basis: S/U Only Grade Basis

MKTG 330 Principles of Marketing (3 crs)

Prerequisite: ECON 103 and ECON 104, ACCT 201 or ACCT 202, IS 240, SPDP Workshops, and completion of 54 credits.

This course examines how profit and nonprofit organizations identify and evaluate customer needs; select target markets; and create, price, promote, and distribute need-satisfying products/services to individuals, organizations, and society.

Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 331 Consumer Behavior (3 crs)

Prerequisite: MKTG 330 or concurrent enrollment. Minimum junior standing. Examines the personal characteristics and external forces influencing the buyer's purchase behavior. Includes an emphasis on implications for marketing strategy development.

Attributes: Cultural Diversity 1 cr.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 332 Integrated Marketing Communications (3 crs)

Prerequisite: MKTG 330. Minimum junior standing. Integrated marketing communications and its applications in advertising, direct marketing, sales promotion, personal selling, internet marketing, and public relations. Emphasis on promotional campaign strategies, implementation and evaluation, including category management assessment, marketing databases, media selection, and campaign effectiveness.

Attributes: Service-Learning Optional
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 333 Digital Marketing Fundamentals (3 crs)

Prerequisite: ACCT 201 or ACCT 202, ECON 103, 104, IS 240, MKTG 330; minimum junior standing

This course examines the intersection of marketing and technology. Specifically, the course deals with digital marketing issues such as: technological foundations, business implications, retailing, sales, and promotional implications, associated social, legal, ethical implications.

Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 334 Marketing Research (3 crs)

Prerequisite: BSAD 202 or MATH 246; MKTG 330. Minimum junior standing.

• *This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.*

Application of research techniques in the marketplace, and role of marketing information within the firm as a management tool in decision making.

Attributes: Service-Learning Optional
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 335 International Marketing (3 crs)

Prerequisite: MKTG 330. Minimum junior standing.

Principles, policies, and problems of marketing goods in international markets. Concepts, strategies, and policies of world trade and multinational firms.

Attributes: Foreign Culture
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 336 Business Logistics Management (3 crs)

Prerequisite: MKTG 330. Minimum junior standing.

Examines the flow of materials and information through the logistics pipeline from a systems perspective. The strategic management of areas such as supply chain relationships, LIS, distribution, materials movement and storage, inventory levels, and transnational tactics are stressed.

Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 337 Professional Selling (3 crs)

Prerequisite: MKTG 330 or concurrent enrollment. Minimum junior standing.

A behavioral, pragmatic study of the process of personally persuading prospects to buy products, services, or ideas, leading to the mutual satisfaction of the goals of both buyer and seller.

Attributes: Special Course Fee Required
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 338 Marketing & Sales Analytics (3 crs)

Prerequisite: IS 240; MATH 246 or BSAD 202; MKTG 330 or concurrent enrollment.

• *This class requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.*

Analytical approaches to marketing decision-making using software and database (e.g., Nielsen retail databases, among others). Emphasis will be placed on Internet marketing, customer relationship management, retail and survey/statistical analyses.

Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 339 Social Media Marketing (3 crs)

Prerequisite: MKTG 330

Social media is impacting business around the world in almost every industry. It plays an important role in how consumers discover, research, and share information about brands and products. Social Media is an integral component in almost all marketing strategies, and there is a need for marketing professionals and organizations to have end-to-end social media expertise. Through case studies, class exercises, and hands-on projects, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics. Topics will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media strategy. This may require students to set up individual social media accounts.

Attributes: Special Course Fee Required

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 398 Internship Program I (1-3 crs)

Prerequisite: Minimum junior standing

Consent: Department Consent Required

- *Acceptance in Internship Program. See description under College of Business. A maximum of three credits of BSAD, MGMT, and MKTG 398 may be applied to the 120-credit graduation requirement. Students must have the service-learning option approved prior to starting the Internship.*

Students will participate in work experiences related to their area of interest.

Attributes: LE-11 Integration, Service-Learning Optional, Internship, Special Course Fee Required

Repeat: Course may be repeated for a maximum of 3 credits

MKTG 399 Independent Study Projects (1-4 crs)

Prerequisite: Minimum junior standing.

Consent: Department Consent Required

Individual project under the direction of a faculty member.

Repeat: Course may be repeated

MKTG 425 Services Marketing (3 crs)

Prerequisite: MKTG 330

A reconsideration of traditional marketing topics in the context of a variety of service organizations. Emphasis is placed on discussion of how product-oriented marketing activities need to be adjusted or even reinvented to accommodate "non-products".

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 432 Retail Management (3 crs)

Prerequisite: MKTG 330. Minimum junior standing.

The study of the retail function and its role in the exchange process. Topics include consumer behavior, retail pricing, store location, merchandising, vendor relationships, and human resource management.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 433 Sales Management (3 crs)

Prerequisite: MKTG 330. Minimum junior standing.

Positions in sales management are among the first managerial assignments many business students receive. This course focuses on defining the strategic role of the sales function and sales organization, developing and directing a sales force, and evaluating sales force performance. Role playing will be used to help students experience realistic management scenarios.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 434 Advanced Marketing Analytics (3 crs)

Prerequisite: MKTG 338.

- *This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.*

This course builds on Mktg 338 including web analysis and data mining techniques to extract information from large marketing databases. Application of quantitative analysis to uncover insights for marketing decisions in internet and retail settings.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 437 Business-to-Business Marketing (3 crs)

Prerequisite: MKTG 330. Minimum junior standing.

Studies the marketing strategies characteristic of institutions, government, industrial, and other marketing environments which do not directly target the final consumer. The unique characteristics of these markets and the implications for strategic marketing management provide the focus for this course.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 438 Strategic Marketing (3 crs)

Prerequisite: MKTG 330 and completion of at least two Marketing courses beyond MKTG 330. BCOM 206 and BCOM 207. Minimum senior standing.

- *This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: <https://www.uwec.edu/academics/college-business/laptop-requirement/>.*

Designed as the capstone course in marketing. All the ideas and concepts presented in other marketing courses are integrated and brought together via the application of marketing tools, principles, and theories, as experienced through case studies and problem solving. The role of the marketing executive in business is emphasized.

Attributes: Capstone Course

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 490 Advanced Sales Topics (3 crs)

Prerequisite: MKTG 337.

Application of research skills to develop an in-depth analysis of one company's sales structure and its position relative to its competitors. A semester-long project will incorporate field study and database research identifying different sales structures and advantages.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MKTG 491 Selected Topics (1-3 crs)

Prerequisite: Minimum senior standing.

Small groups will study topics selected because of a special interest on the part of students or faculty.

Repeat: Course may be repeated

MKTG 495 Directed Projects (3 crs)

Prerequisite: Minimum senior standing.

Consent: Department Consent Required

Internship experiences in business situations relevant to student's major field of study; under supervision of faculty member.

Repeat: Course may be repeated

MKTG 498 Internship Program II (1-3 crs)

Prerequisite: Minimum senior standing.

Consent: Department Consent Required

- *Acceptance in Internship Program. See description under College of Business. Additive credit only. May not be applied to the 120-credit graduation requirement. Students must have the service-learning option approved prior to starting the Internship.*

Students will participate in work experiences related to their area of interest.

Attributes: LE-I1 Integration, Service-Learning Optional, Internship, Special Course Fee Required

Repeat: Course may be repeated

MKTG 499 Independent Study Projects (1-4 crs)

Prerequisite: Minimum senior standing.

Consent: Department Consent Required

Individual project under the direction of a faculty member.

Repeat: Course may be repeated

MKTG 730 Marketing Analysis Foundation (2 crs)

Prerequisite: Limited to MBA students. No credit if taken after MKTG 330.

- *Not for MBA degree credit*

Analysis of problems related to the development of marketing strategy. Attention is focused on identifying a target market, allocating resources to the marketing mix, and examining the impact of environmental variables on management decisions.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MKTG 797 Independent Study (1-3 crs)

Prerequisite: Limited to MBA students.

Consent: Department Consent Required

Individual project under the direction of a faculty member.

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option
