

# MARKETING (MK) - UNDERGRADUATE COURSES

---

## **MK-101 - Marketing Foundations** (3 cr)

An introductory course that examines marketing functions and policies; consumer exchange behavior; product and product development; product life cycle; distribution channels; exporting and trade movement; standardization and grading; pricing, principles, policies and practices; government regulations; sales promotion; and management principles and practices.

## **MK-110 - Social Media Marketing** (3 cr)

This course is designed to provide students with the fundamental tools for implementing a social networking marketing plan. It examines new channels of marketing, advertising, and communication that make up social media marketing and explores current examples and future opportunities in how marketing professionals can embrace online social networks, user generated content and content sharing, blogs, podcasts, wikis, and Twitter to create brand awareness.

## **MK-120 - Principles of Sports Marketing** (3 cr)

This course provides students with a comprehensive exploration of marketing strategies within the dynamic world of sports. Using real-world examples from the industry, this course equips students with essential skills in market analysis, promotion, and sales. Through coursework and hands-on projects, students learn to navigate key concepts such as branding, sponsorship, social networking, data collection, and fan engagement. By examining case studies and industry trends, students develop a deep understanding of the unique challenges and opportunities in sports marketing.

## **MK-201 - Integrated Advertising & Promotions** (3 cr)

This course examines advertising principles, practices, and media strategy. Topics include media planning; the significance of print, television, radio, direct, and outdoor advertising; and consumer, product, and market analysis.

*Prerequisite:* MK-101 or MG-120 or HP-310

## **MK-202 - Art of Selling** (3 cr)

Provides in-depth coverage of the sales function and focuses on developing a sales personality, sales and the economy, opening and closing the sale, consumer motivation, advertising and sales techniques. Practical applications designed to improve communication techniques are thoroughly examined.

*Prerequisite:* MK-101 or MG-120 or HP-310

## **MK-203 - Branding & Product Development** (3 cr)

This course emphasizes the major phases of product introduction in today's markets. Management of products during various life cycle stages is covered. These include the planning stage, idea development, screening, setting objectives, business analysis and test marketing. The development stage and the evaluation stage are stressed. Product failures as well as factors leading to success are covered.

*Prerequisite:* MK-101 or MG-120 or HP-310

## **MK-204 - Entrepreneurial Marketing** (3 cr)

*Prerequisite:* Take MK-101 OR HP-310;

## **MK-205 - Retail Management** (3 cr)

An introductory course that provides students with an understanding of the basics of retailing. The retail environment, consumer behavior, the "retail mix", store site, design and layout, pricing policies, merchandise planning and keeping customers are topics studied. Pertinent case problems are used as an integral tool for developing decision-making ability.

*Prerequisite:* MK-101 or MG-120 or HP-310

## **MK-206 - Digital & Search Engine Marketing** (3 cr)

This course develops students' knowledge and understanding of how the internet is used to enhance marketing activities within an organization. Students are introduced to different online marketing techniques and are provided with a comprehensive overview of the internet and how web pages are designed to effectively advertise key benefits within an organization. Strategies designed to evaluate go or no/go marketing decisions are also introduced. Internet exercises, application, and real world cases are utilized to achieve overall learning goals.

*Prerequisite:* MK-101 or MK-110 or MG-120

## **MK-208 - Internet Marketing Business Solutions** (3 cr)

This course is designed to develop students' knowledge and understanding of Electronic Commerce (e-commerce): how it is being conducted and managed; its major opportunities; limitations, and risks. This course is structured around the notion that electronic commerce applications require certain technological infrastructures and other support mechanisms. These applications namely: business-to-consumers, business-to-business, and intrabusiness will be discussed extensively along with the infrastructure and the support services of electronic commerce. With the way the Internet has transformed the business landscape, this course should be of interest to students aiming for managerial positions in any function area of the business world. Internet exercises, applications, and real world cases will be used to achieve overall learning goals.

*Prerequisite:* MG-101 or MG-120 or MK-101

## **MK-212 - Market Research** (3 cr)

This course covers the systematic design, collection, interpretation and reporting of information to marketing decision makers. Particular attention is devoted to approaches to solving marketing problems and to taking advantage of marketing opportunities. Emphasized are research design, sources of data, collecting data, preparing questionnaires, sampling techniques, converting the data to information, and reporting the information.

*Prerequisite:* MK-101 or MG-120 or HP-310

## **MK-322 - Marketing Management** (3 cr)

This course deals with the problems involved in selecting channels of distribution, pricing management, product planning and development, marketing strategy, marketing industrial products, and advertising and marketing communications. The course emphasizes planning, organizing, and controlling a business firm's total marketing program.

*Prerequisite:* MK-101 or MG-120 or HP-310

**MK-340 - Global Marketing & Promotions (3 cr)**

This course explores the nature and practice of international marketing management. It concentrates on explaining how culture and environment for different countries affect marketing strategy, including an environmental/cultural approach to international marketing. It covers problems of marketing across national boundaries as within different national markets, emphasizes the environment in which the international market takes place; deals with planning, pricing, distribution and promotional strategies of international marketing managers; examines ways of integrating and coordinating the firms marketing, and examines the marketing- management-type 4-Ps concept and draws attention to the role of research and market segmentation in the global marketing process. Includes coverage of important topics such as the big Emerging Markets, the World Trade Organization, and relationships marketing.

*Prerequisite:* Take MK-101 OR HP-310;

**MK-342 - Consumer Behavior (3 cr)**

This course is a study of consumer issues concerning the acquisition, consumption, and distribution of goods, services, and ideas domestically and from a cross-cultural perspective. The course focuses on the various aspects of consumer buying behavior, consumer motivation, persuasion, sociological aspects of consumption, and the psychology of consumer preferences.

*Prerequisite:* MK-101 or MG-120 or HP-310