

MARKETING (MKTG)

300 Level Courses

MKTG 303: *Principles of Marketing*. 3 credits.

Examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized. Notes: Students cannot receive credit for both MKTG 301 and MKTG 303. School of Business students will not be permitted to make more than three attempts to achieve a C or higher in MKTG 303. The third attempt requires School of Business academic advisor approval. Those who do not successfully complete this course within three attempts will be terminated from their major and will not be eligible to receive a degree from the School of Business. For more information about this, see the "Termination from the Major" section under Academic Policies. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 307: *Federal Government Marketing*. 3 credits.

This course explores the government procurement process and contracting from the perspective of marketers and contractors engaged in the federal community. Students will review and analyze the procurement practices of major government contractors and seek to understand the challenges associated with conducting business with the United States government. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisite: MKTG 303^C.

^C Requires minimum grade of C.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 311: *Sales Management*. 3 credits.

Familiarizes students with marketing-sales interfaces including sales force role and capabilities, personal selling strategies, organizational relationships, and responsibilities of sales managers including training, motivating, and evaluating sales force. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 312: *Consumer Behavior*. 3 credits.

Marketing strategy implications of internal and external influences on consumer decision making, purchase, and consumption behaviors. Emphasizes demographics, lifestyle, situation, perception, learning, and attitude formation and change, focusing on customer segmentation, satisfaction and loyalty. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 313: *Advertising and Marketing Communications*. 3 credits.

Examines development of integrated communications programs, including advertising, sales promotion, public relations, direct marketing, and other communication tools. Focuses on setting communications objectives and budgets, media planning, creative strategy, execution, and evaluation. Provides skills for analyzing the strengths, weaknesses and synergies of marketing communication tools. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 315: *Digital Marketing*. 3 credits.

Explores impact of Digital and Internet technology on marketing strategy and practice. Topics include online advertising campaigns (focusing on search marketing), web site usability and content, and the use of social and interactive media to build customer relationships and foster brand

loyalty. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 332: Retailing and E-Commerce Management. 3 credits.

Examination of retailing as a specialized economic and social institution within the distribution process and as it relates to overall marketing activities. The planning and implementing of store and non-store (catalog, Internet) retail marketing strategies are addressed. Critical decision alternatives, variables, forces, and processes are considered from a managerial perspective. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 333: Business to Business Marketing. 3 credits.

Examines unique challenges and opportunities of marketing systems among suppliers, manufacturers, resellers, and government. Focuses on developing a capability to identify and nurture long-term B2B relationships. Provides tools and techniques commonly leveraged by B2B marketers to develop these relationships with their clients. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 351: Marketing Research. 3 credits.

Presents the concepts and techniques underlying the marketing research process and their role in managerial decision making. Focuses on skills required to conduct a marketing research project: qualitative and quantitative research designs, survey methodology, instrument creation, sampling procedures, data collection, data analysis, and reporting of findings. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C, L301, 303^C or L303) and (BUS 310^C, L310, STAT 250^C or L250).

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 352: Marketing Analytics for New Product Development. 3 credits.

In today's technology-enabled world, organizations collect lot of information as a part of their business operations and pool it with data acquired from outside sources. Marketing analytics is a systematic approach to harnessing this data/ information to drive effective marketing decision making. Students will learn to analyze historical data, market research data, and competitive information for making strategic marketing decisions. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C or L303) or MBUS 303^C and (BUS 310^C or STAT 350^C).

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 353: New Product Development. 3 credits.

This course focuses on all aspects of the new product and new service development process, from insight and inspiration through design and product launch. The course also explores current topics and best practices in innovation management, such as open innovation, managing creativity in organizations, and product design, and rapid prototyping. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MBUS 303^C or L303) or (MKTG 303^C or L303).

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

400 Level Courses

MKTG 407: *Global Marketing*. 3 credits.

Multidisciplinary approach to global and international marketing from viewpoint of business management. Examines major marketing issues affecting companies operating in a global environment. Students achieve understanding of economic, political, and cultural differences among nations as they affect marketing opportunities and operations, and develop skills to identify and evaluate global and international marketing opportunities. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C or L303).
^C Requires minimum grade of C.

Students with a class of Freshman or Sophomore may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 455: *Ethnic and Multicultural Marketing*. 3 credits.

Ethnic and Multicultural Marketing examines the critical marketing issues and opportunities that have arisen with the changing U.S. demographics. The focus is domestic markets. The growth in minority populations indicates a need for specialized approaches for the entire marketing mix. Segmentation can be powerful when considering non-mainstream markets if the marketer understands and capitalizes on the different approaches cultural and ethnic groups use as consumers. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C or L303).
^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 462: *Honors Seminar in Marketing (Topic Varies)*. 3 credits.

Topic and format vary. In-depth study of topic of interest to managers and organizations. Notes: Enrollment limited and competitive. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Recommended Prerequisite: Degree status in MKTG major; senior standing; permission of department.

Registration Restrictions:

Required Prerequisites: (MKTG 301^B or L301) or (MKTG 303^B or L303).
^B Requires minimum grade of B.

Enrollment limited to students with a class of Senior Plus or Senior.

Enrollment is limited to students with a major in Marketing.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Seminar

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 471: *Marketing Management*. 3 credits.

Emphasizes managerial aspects of marketing, including developing marketing strategies and plans, and integrating specific elements of marketing process. Emphasizes case analysis. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Specialized Designation: Writing Intensive in Major

Registration Restrictions:

Required Prerequisites: (MKTG 312^C or L312) and (MKTG 351^C or L351).
^C Requires minimum grade of C.

Enrollment limited to students with a class of Senior Plus or Senior.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Enrollment limited to students in the School of Business college.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 481: *RS: Marketing in the Nonprofit Sector*. 3 credits.

Examines the unique challenges of applying marketing principles and practices to not-for-profit groups such as human service and philanthropic organizations, museums, health and wellness advocates, educational institutions, industry associations and government. Emphasis on case studies, team work, and projects. A third attempt will require academic advisor approval. Offered by School of Business. Limited to two attempts.

Specialized Designation: Research/Scholarship Intensive

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.
^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Enrollment is limited to students with a major in Marketing.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 491: *Seminar in Marketing*. 3 credits.

In-depth treatment in seminar format of contemporary topics in marketing. Culminates in preparation of substantial paper and oral

presentation. Offered by School of Business. May be repeated within the term for a maximum 6 credits.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C or L303.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Seminar

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 492: Internship in Marketing. 3 credits.

Opportunity to gain practical, professional experience in conjunction with academic development. An internship is an important part of academic and career preparation. May be used as elective credit, but may not be repeated. Notes: No more than 6 credits of School of Business internship coursework (BUS 492 or MKTG 492) can be applied towards a student's 120 (BU) degree applicable credits. Students must receive departmental approval in order to register for this course; please contact the School of Business Office of Career Services for internal eligibility requirements. Offered by School of Business. May be repeated within the degree for a maximum 6 credits. Equivalent to ACCT 492, BUS 492, FNAN 492, MGMT 492, MIS 492, OM 492, OSCM 492.

Recommended Prerequisite: 75 credit hours

Registration Restrictions:

Required Prerequisites: MKTG 301^C or 303^C.

^C Requires minimum grade of C.

Students with a class of Freshman or Sophomore may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Internship

Grading:

This course is graded on the Undergraduate Regular scale.

MKTG 499: Independent Study. 1-3 credits.

Primary research proposal in marketing area. Requires prior approval from instructor and associate dean for undergraduate programs. Offered by School of Business. May be repeated within the term for a maximum 6 credits.

Recommended Prerequisite: 90 hours and a minimum of 24 hours of business courses including principles of marketing, finance, and management.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C or L303).

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree or Washington Consortium level students may **not** enroll.

Students with the terminated from BU major attribute may **not** enroll.

Schedule Type: Independent Study

Grading:

This course is graded on the Undergraduate Regular scale.