MARKETING (MKTG)

MKTG 3010  Marketing Fundamentals (3 Credit Hours)
Prerequisites: MATH 1140 or 1230, MATH 1150 & 1160 or 1210, ECON 1010, ECON 1020, PSYC 1000, MCOM 3010 (students admitted fall 2014 and later); sophomore standing or above. This course is designed to teach students the basic elements of marketing. The course presents frameworks to analyze marketing problems faced by both for-profit and non-profit organizations. Students will study the influence of consumers, the marketplace, and the marketing environment on marketing decision making. The course will also provide a conceptual and theoretical toolkit for developing marketing strategies – segmentation, targeting, and positioning - and marketing tactics including price, promotion, product, and distribution.

Prerequisite(s): (MATH 1150, 1150, 1150 or 1150) and (MATH 1160, 1160, 1160, 1210, 1210, 1210 or 1210) and (MATH 1140, 1140, 1140, 1140, 1230, 1230, 1230 or 1230) and (ECON 1010, 1010, 1010, 1010 or 1030) and (ECON 1020, 1020, 1020, 1020 or 1040) and (PSYC 1000, 1000, 1000 or 1000) and CDMA 1201* and MCOM 3010*.
* May be taken concurrently.

MKTG 4100  Consumer Behavior (3 Credit Hours)
Prerequisite: MKTG 3010 The course covers major concepts and findings in consumer behavior and how these ideas relate to consumer decision-making and consumption choices. The course is focused on understanding the cognitive, emotional, social and contextual factors that govern consumer decision making. Students debate the efficacy and ethics of marketing actions by brand managers, advertising agencies, public service organizations and policy makers and consumers’ reactions to these actions. The course draws substantially on real-world marketing stimuli to illustrate how the success (or failure) of marketing strategies depend on the close correspondence to (or violation of) principles of consumer behavior.

Prerequisite(s): MKTG 3010.

MKTG 4105  Customer Relationship Mktg (3 Credit Hours)
Prerequisite: MKTG 3010 Customer relationship marketing (CRM) is the overall business process in which companies use marketing strategies and activities to build and maintain client relationships, reinforce customer loyalty, and increase brand value. The objective of the course is to examine the strategic, analytical, and technological aspects of CRM to provide students with a fundamental knowledge of CRM and an understanding of the implementation of CRM systems and analysis of customer data. Topics covered in the course include relationship marketing; customer lifetime value; customer equity; customer databases; customer retention; customer loyalty; operational, analytical, and collaborative CRM; reasons for CRM implementation failure; and the role of CRM in marketing management.

Prerequisite(s): MKTG 3010.

MKTG 4110  Research and Analytics (3 Credit Hours)
Prerequisite: MKTG 3010 This course provides a hands-on introduction to marketing research, an organized approach to developing and providing information for marketing decision-making. Through a combination of lectures, exercises, and projects, the course familiarizes students with data collection techniques such as focus groups, surveys, and experiments, as well as data analyses techniques such as hypothesis testing and regression. Specific applications include preference measurement, market segmentation and targeting, customer economics, product and brand policies, pricing, advertising, and digital marketing.

Prerequisite(s): CMBA 3010, 3010, MKTG 3010 or 3010.

MKTG 4115  Marketing Research Lab (1.5 Credit Hours)
This course is a co-requisite of the Marketing Research lecture course and is designed to supplement that material. The laboratory is designed to help students attain skills in data collection, statistical analysis, and interpretation of data collected from primary and secondary sources. Emphasis is on hands-on experience with real-world projects and cases that emulate the experience of a market research analyst. Prerequisite: MKTG 3010

Prerequisite(s): CMBA 3010 or MKTG 3010.
* May be taken concurrently.
Corequisite(s): MKTG 4110.

MKTG 4117  Business to Business Mktg (3 Credit Hours)
Prerequisite: MKTG 3010 The course focuses on strategic aspects of marketing decisions of the organizations that market products to other organizations. The course teaches students the unique needs of business customers, how to analyze business organizations’ core competencies and their competitive environment, positioning and segmentation of businesses, and personal selling. Students will learn how to set organizations’ business objectives and strategies, build business-to-business marketing plans, and measure customer satisfaction.
MKTG 4120 Advanced Marketing Strategy (3 Credit Hours)
Prerequisite: MKTG 3010 This course teaches students how to analyze markets, make better marketing decisions, and evaluate and monitor marketing performance. The impact of each marketing decision made by the firm is influenced by a wide variety of factors, including culture, consumer psychology, the business environment/context, competitor actions, and the other marketing tactics utilized by the firm. The course combines quantitative and qualitative analysis within a theoretical framework to analyze these complex relationships and better understand the relationships between market knowledge and the many decisions needed to effectively design and monitor an effective marketing strategy.
Prerequisite(s): MKTG 3010, 3010, 3010 or 3010.

MKTG 4127 Channels of Distribution (3 Credit Hours)
Prerequisite: MKTG 3010 This course provides students with an opportunity to analyze and evaluate various marketing channel structures and decisions, and to understand their impact on the rest of a company’s marketing mix. The course takes the perspective of the manufacturer and is organized around the two main tasks of channel management: designing a channel structure and coordinating within the channel. Throughout the course, we will focus on how marketing channels can add value to both the customer and the manufacturer. Specific topics covered will include direct v. indirect channels, single vs. multi-channel distribution systems, franchising, channel conflict, distributing authority in channel relationships, the role of strategic alliances, and the impact of e-commerce on channel management.

MKTG 4137 Pricing (3 Credit Hours)
Prerequisite: MKTG 3010 The course will introduce the student to the basic considerations a firm faces in devising a pricing policy. The broad aims of the course are the following: Expose students to the concepts, theories, and latest thinking on pricing, from the viewpoint of a marketing manager; enable the student to understand the pricing strategies of a firm in a variety of situations; work towards the above objectives, while drawing on microeconomic models and marketing theories.
Prerequisite(s): MKTG 3010.

MKTG 4145 New Products Marketing (3 Credit Hours)
Prerequisite: MKTG 3010 While new products offer unique opportunities for growth, most new products fail in the marketplace. This course will introduce students to the new product development process to maximize the likelihood of their success. Students will learn how to identify potential ideas and markets for new product development; how to position, price and advertise new products; and how to measure potential sales and success prior to launch.
Prerequisite(s): MKTG 3010.

MKTG 4155 Brand Management (3 Credit Hours)
Prerequisite: MKTG 3010 The brand names associated with products and services are among a firm’s most valuable assets. This course addresses the fundamental branding decisions faced by a firm when determining how to build, measure, and manage brand equity. The course objectives includes planning brand strategies, evaluating brand strategies, and examining the actions needed to improve a brand’s long term sustainability. The course combines lectures, case discussions, guest speakers, and a team brand evaluation project.
Prerequisite(s): MKTG 3010.

MKTG 4165 Retailing (3 Credit Hours)
Prerequisite: MKTG 3010 This course in an introduction to the retail environment and its role in the marketing process. It includes discussions on operations, location strategy, store organization, personnel, buying, merchandising, inventory control, pricing, vendor relations, sales promotions, and consumer demand. It provides frameworks for understanding different types of retail outlets and the relationship between bricks-and-mortar retailing and e-tailing.
Prerequisite(s): MKTG 3010.

MKTG 4170 Mktg Planning & Implementation (3 Credit Hours)
This course focuses on the development of dynamic marketing plans for a broad array of companies who may be facing accelerated growth opportunities and/or operating difficulties. Focus will be on choosing the right marketing vehicles, determining how the vehicles need to work together, developing the implementation work plan, mapping out sequencing, and defining metrics and measurement process. Student teams will draw on this information, as well as knowledge acquired from earlier marketing courses, to implement a field study. For classroom discussions, we will be using a mix of text, articles, and case studies focusing on companies across diverse industries. Fieldwork will also be discussed in class, culminating in team marketing plan presentations. Prerequisite: MKTG 3010
Prerequisite(s): MKTG 3010, 3010, 3010 or 3010.
MKTG 4220 Sales Force Management (3 Credit Hours)
Prerequisite: MKTG 3010 The Bureau of Labor Statistics estimated, in 2017, that about 15 million people in the United States work in sales. Sales jobs are in every industry and include retail selling of consumer products, business to business selling, and selling of financial services and products. The class examines practices of sales management that enhance both corporate performance and the wellbeing of salespeople. The management of salespeople starts with the recruitment and selection of talent followed by training to enhance motivation (or what the popular press terms as developing passion). The class covers styles of sales leadership and the assignment of territories to salespeople that maximize performance. The class evaluates ethics in sales, contrasting purity with practice. The class draws theoretical frameworks from research in marketing, organizational behavior, psychology and economics, and students apply these frameworks through case discussions. Some teachers supplement case discussions with a simulation game.

Prerequisite(s): MKTG 3010.

MKTG 4230 Global Marketing (3 Credit Hours)
Prerequisite: MKTG 3010 This course takes a multidisciplinary approach, including concepts from marketing, sociology, political science, and economics, to examine the issues associated with marketing across borders. Students will study key characteristics of major markets in different regions of the world, how to collect and interpret the information about the markets, how to analyze global customers, competitors, and collaborators, and how to develop international and global marketing strategies. This course also considers contemporary issues, including globalization and the impact of the internet.

Prerequisite(s): MKTG 3010.

MKTG 4240 Relationship Marketing (3 Credit Hours)
Prerequisites: MKTG 3010; junior standing or above In marketing, nothing is as critical as building and maintaining relationships with key constituencies. Business corporations and non-profit institutions, alike, realize the importance of long-lasting relationships and their impact on these organizations’ success. The major objectives of this course are twofold. First, it will focus on the marketing tools and techniques that organizations use to identify key constituencies, build relationships, and assess their impact on the organizations’ performance. Second, the course will provide students with a forum for presenting and defending their recommendations, and for critically examining and discussing the recommendations of others.

Prerequisite(s): MKTG 3010.

MKTG 4250 Social and Online Marketing (3 Credit Hours)
Prerequisite: MKTG 3010 The media landscape has undergone significant changes in recent years. The amount of time people devote to traditional media outlets has been steadily declining. Meanwhile, online and social media channels have been growing at breakneck speed, leaving businesses scrambling to understand and effectively tap these emerging marketing channels. In this course, students will learn tools and frameworks to understand how companies can implement effective online and social media marketing campaigns.

Prerequisite(s): MKTG 3010.

MKTG 4251 Tourism Marketing (3 Credit Hours)
In this course, students will gain perspective on marketing in the hospitality/tourism industry, using a real-life case study of developing a destination in New Orleans. Students will follow and be quizzed on the text and tackle actual challenges in real-estate, market research, business modelling, non-profit arts management, digital production/marketing and grant research/writing. Using market research students will take the insights from their survey to incorporate the 4 P’s to generate their forward-looking destination and its prescribed features. Open to School of Business students only.

Prerequisite(s): MKTG 3010 or 3010.

MKTG 4260 Advertising and Promotions (3 Credit Hours)
Prerequisite: MKTG 3010 This course is designed to provide the conceptual underpinnings of marketing communication, and reflect the role of media strategies in providing information, persuading, selling and creating popular culture. This course emphasizes the development of integrated marketing communication programs. Students will learn the fundamentals of different media options, how to evaluate marketing communication programs/ outcomes, and how to develop an integrated marketing communication campaign. A substantial portion of in-class and out-of-class time will be devoted to applying the concepts and developing a real-world marketing communication program.

Prerequisite(s): MKTG 3010 or CBMA 3010*.  
* May be taken concurrently.
MKTG 4275 Law in Marketing (3 Credit Hours)
Prerequisites: MKTG 3010 & LGST 3010 Law in Marketing will assist the student in developing an appreciation and an understanding of the legal and ethical challenges present in marketing decisions. The course takes an in-depth look at the relationship between intellectual property, product development, and marketing. Explorations of these topics range from how to identify potential intellectual property rights to how protect those rights by using a variety of intellectual property protections such as patents, copyrights, trademarks, trade dress, and trade secrets to give a firm a comparative advantage. Further, the course will examine strategies for addressing competitors that infringe on a firm's intellectual property rights through techniques such as litigation and licensing. Intellectual property issues are examined from both a U.S. and global perspective.

Prerequisite(s): MKTG 3010 and LGST 3010.

MKTG 4280 Sports Marketing (3 Credit Hours)
Prerequisite: MKTG 3010 The Sports Marketing course provides students with a practical application of marketing concepts in this unique industry, with an emphasis on strategy development. The course is designed to explore how businesses and organizations market their products and services, including product decisions, distribution, pricing, and development of promotional programs. Topics include the marketing environment, segmenting audiences, building a relevant brand, communications strategies and channels, customer relationship management, and delivering sports experiences. The course will incorporate a guest speaker series and project work to provide students with professional perspectives within the sports industry.

Prerequisite(s): MKTG 3010.

MKTG 4285 Marketing Projects (3 Credit Hours)
Prerequisite: MKTG 3010, Pre- or Corequisite MKTG 4110 This course provides students an opportunity to develop solutions for real-world marketing needs. Each student will take on a main project relating to a company. The marketing plan or campaign will involve one or more aspects of market research, branding, public relations, digital production, social media, media, fundraising, and sales challenges. Students will work with the faculty sponsor to define, scope, execute, and analyze the success of their project. Students will be required to work with their selected company and present or provide their final project to the company. Students should leave this course with a greater understanding of the theory and practice of marketing management with hands-on experience in one or more functional areas of marketing.

Prerequisite(s): MKTG 4110* or 4110.
* May be taken concurrently.
Corequisite(s): MKTG 4110.

MKTG 4290 Service Marketing (3 Credit Hours)
Prerequisite: MKTG 3010 This course introduces students to the challenges professional and organizations face in creating, marketing, and delivering high-quality services. Class sessions center around lecture presentations and case-based learning on topics such as measuring and managing customer satisfaction, coordinating marketing and operations in designing and implementing service delivery, developing the human and technical skills of employees who deliver services, and utilizing emerging technology. Assignments provide students with a hands-on understanding of concepts and methods practitioners use in today's competitive markets to analyze customer/client requirements; measure service quality; and design, promote, and deliver outstanding services in financial, healthcare, educational, high-tech, manufacturing, nonprofit, and retail organizations.

Prerequisite(s): MKTG 3010.

MKTG 4410 Special Topics (1-3 Credit Hours)
This course is designed to teach students the elements of social and online marketing, through hands-on exercises. Students will be working inside analytic programs, researching and purchasing domain names and internet traffic through traditional Pay-Per-Click marketing channels with a course-sponsored budget, as well as creating a full sales process for message or product of their choosing. The outcome will be direct experience taking a product or message to market, with application of knowledge learned through previous courses.

Prerequisite(s): MKTG 3010.

MKTG 4550 Marketing Internship (1-3 Credit Hours)
Freeman School majors may elect to do a business internship that will appear as a one-credit, 4000-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The internship must be related to one of the majors offered through the BSM program, and the internship must apply (within an ongoing business organization) the intellectual capital obtained from first- through third-year Freeman School courses. To obtain approval of the internship, the student must visit the Career Management Center for instructions. The final grade for the internship is given on a Satisfactory/Unsatisfactory (S/U) basis when the student submits a paper/evaluation to a supervising faculty member in the Career Management Center. This course is normally offered during the summer and fulfills the "curricular practical training" option for students with F-1 visa status.
MKTG 4600  **Cases in Marketing**  (3 Credit Hours)
Prerequisites: All BSM 3000-level core courses
This course is an integrative class that teaches effective marketing strategy largely through cases. It builds on the framework that a deep understanding of consumer needs enables the creation of successful brands and effective marketing strategies. It evaluates the success of marketing actions – product innovations, pricing, advertising strategies, Internet marketing, personal selling, sales promotions, retailing and distribution channels – from a framework of accurately understanding and meeting consumer needs. Discussions include the moderating effect of culture/country and the importance of marketing to diverse populations including individuals at the bottom of the pyramid.

**Prerequisite(s):** MKTG 3010.

MKTG 4650  **Global Marketing**  (3 Credit Hours)
The following course was not found in the supplied content but, was listed in program requirements. Please review and provide us, if possible, with the correct information.

MKTG 4890  **Service Learning: MKTG 4260**  (0-1 Credit Hours)

MKTG 4910  **Independent Study**  (1-3 Credit Hours)
Prerequisites: Minimum cumulative GPA of 3.333 or higher, senior standing Freeman School seniors who demonstrate academic excellence are allowed to pursue an independent study. The work may take the form of directed readings, laboratory or library research, or original composition. Instead of traditional class attendance, the student substitutes conferences with the supervising faculty, as needed. An independent study requires the approval of the supervising instructor and area head. The credit does not apply towards the marketing major requirements for a BSM degree; it may be used as business elective credit. Interested students should contact the Office of Undergraduate Education at the Freeman School.

MKTG 4990  **Marketing Honors Thesis**  (3 Credit Hours)
Traditional thesis option for marketing area. Students enrolled in this course will begin their thesis in the fall semester. They will conclude their thesis in LGST 5000 in the spring semester.

MKTG 5000  **Marketing Honors Thesis**  (4 Credit Hours)
Prerequisite: MKTG 4990 Traditional thesis option for marketing area. Students enrolled in this course will conclude their thesis in the spring semester. They will start the thesis in MKTG 4990 in the fall semester.

MKTG 5390  **Junior Year Abroad**  (1-20 Credit Hours)

MKTG 5940  **Transfer Coursework**  (0 Credit Hours)

MKTG 6020  **Marketing**  (3 Credit Hours)
Successful marketing strategy is predicated on an appreciation of how consumers make decisions in the marketplace. This course provides an understanding of traditional, "rational" models of human reasoning. It also covers biases and counterintuitive processes that guide everyday judgements and choice. The class examines the role of information, emotions, social scripts, and the choice context in driving decisions in the real world. The purpose of this course is to inform future managers and consultants of how a thorough knowledge of consumers' decision processes and resultant judgements and behaviors can be leveraged to build and sustain brand equity.

**Prerequisite(s):** MKTG 6010 or 6020.

MKTG 7250  **Social Media & Online Mktg**  (3 Credit Hours)
In this course, students will learn tools and frameworks to understand how companies can implement effective online and social media marketing campaigns. Using a mix of theoretical and practical exercises, students will learn to think about online tools from a marketing perspective. Following completion of this course, students should be able to 1) understand the different tools available for social media and online marketing, 2) help a company listen to and engage customers through online and social media, 3) use tools to measure and evaluate the effectiveness of online and social media campaigns, and 4) develop a comprehensive online and social media strategy.

**Prerequisite(s):** MKTG 6010 or 6020.

MKTG 7280  **Research and Analytics**  (3 Credit Hours)
This quantitative course focuses on gathering, analyzing, and interpreting data about markets and customers. It is designed for managers who will be using market research so it is intended for students who wish to go into marketing management, consulting, and entrepreneurship. Students will learn about the types of marketing decision problems in which research information is most useful - problems of target market selection, new product or service introduction, customer retention, and pricing, among others. The learning objectives for the course include defining the decision problem and determining what information is needed, acquiring trustworthy and relevant data and judging its quality, and analyzing data to make certain types of marketing decisions.

**Prerequisite(s):** STAT 6020 and MKTG 6020*.  
* May be taken concurrently.

MKTG 7290  **Marketing Png and Impl**  (3 Credit Hours)

MKTG 7300  **Mktg Planning & Implementation**  (3 Credit Hours)

MKTG 7980  **Independent Study**  (1-3 Credit Hours)
Independent study: Marketing