

BMKT - BUSINESS: MARKETING

BMKT 112 Applied Sales. 3 Credits
Term Typically Offered: Fall

Provides basic principles and techniques for selling, and practical application. Includes selling as a profession, preparation for relationship selling, the selling process, and planning and managing a sales territory.

Lecture Hours 3

Department: Computer Technologies - COT

BMKT 131 Intro to Social Media Mktg. 3 Credits
Term Typically Offered: Fall

3cr. Explores social media marketing used by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences.

Lecture Hours 3

Department: Computer Technologies - COT

BMKT 225 Marketing. 3 Credits

Provides students with the fundamental principles and concepts of sales practices and procedures as well as an introduction into marketing terminology and strategies. Topics covered include: personal selling, product development, the marketing concept, consumer behavior, marketing research, pricing, channels of distribution, and promotion.

Lecture Hours 3

Department: Computer Technologies - COT

BMKT 325 Principles of Marketing. 3 Credits
Term Typically Offered: Fall, Spring, Summer

Prerequisite(s): Junior standing or consent of department.

Presents behavioral patterns and legal and economic constraints affecting marketing decisions. Introduces analytic and control techniques for effective product planning, promotion, pricing and physical distribution.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 337 Consumer Behavior. 3 Credits
Term Typically Offered: Spring, Summer

Prerequisite(s): Upper division standing, BMKT 325 or consent of department.

Covers the consumer-firm relationship using concepts from contemporary behavioral sciences. Emphasizes the many problems encountered in marketing to various groups of consumers and the role theory plays in problem solving.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 342 Marketing Research. 3 Credits
Term Typically Offered: Fall, Spring

Prerequisite(s): Admission to upper division standing, BMKT 325, or consent of department.

Surveys the influence of market research on the decision-making process. Includes problem formulation, research design, observational and sampling requirements, data analysis, interpretation and reporting.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 343 Integrated Marketing Comm. 3 Credits

Term Typically Offered: Fall

Prerequisite(s): Admission to upper division standing and BMKT 325 or consent of department.

Emphasizes theories and practices of advertising, sales promotion and public relations in the marketing program. Includes promotional planning and strategy, program integration and effectiveness and relevant communications concepts.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 411 Services/Relationship Mktg. 3 Credits

Term Typically Offered: Spring

Prerequisite(s): Upper division standing, BMKT 325 and BMGT 335.

Provides practical techniques for defining and meeting the needs of each set of an organization's external and internal customers. Emphasizes the key drivers of service, e.g., creating a culture of service, customer focused information systems, incentives for customer service, empowered employees, customer satisfaction, and market orientation. Additionally, the leadership role of senior, middle, and lower levels of management will be examined.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 420 Integrated Online Marketing. 3 Credits

Term Typically Offered: Fall

Prerequisite(s): BMKT 325 or consent of instructor.

Explores the background, concepts, and skills of the social media manager. Students are given many opportunities to practice the requisite skill, as well as discuss related topics of diversity, globalization, quality, ethics, and social responsibility as it pertains to social media marketing.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 436 Sales and Sales Management. 3 Credits

Term Typically Offered: Fall, Spring

Prerequisite(s): Admission to upper division standing.

Corequisite(s): BMKT 325 or consent of department.

Includes the principles of professional selling through strategically planning, making the sales call, strengthening communications, and building partnerships.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 441 International Marketing. 3 Credits

Prerequisite(s): BMKT 325.

Explores the unique aspects of international marketing for both small entrepreneurial firms and for large multinational corporations. Operating in an international context provides unique challenges for small businesses. In order to be successful, firms must adapt to the social, technological, economic, and political environment (STEP) in which they operate. The first part of the course examines how the STEP environment alters international marketing practice. The second part of the course is designed to help students manage the marketing mix (product, promotion, pricing, distribution) in international markets.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 446 Marketing for Entrepreneurs. 3 Credits

Term Typically Offered: Fall

Prerequisite(s): BMKT 325 and Admission to upper division standing, or consent of department.

Develops the student's knowledge of marketing entrepreneurship, including having online students work with community clients to understand how to identify opportunities and create value. Offered ONLY Online.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 449 Strategic Marketing Mgmt. 3 Credits

Term Typically Offered: Spring

Prerequisite(s): Admission to upper division standing, BMKT 325, BMKT 337 and BMKT 342 or consent of department.

Covers the methods and techniques employed in marketing management, including study of consumers, retailers, product, and controlling the total marketing program.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 460 Marketing High-Tech Prod/Innov. 3 Credits

Term Typically Offered: Spring

Prerequisite(s): BMKT 325 and Admission to upper division standing, or consent of department.

Develops the student's knowledge of product development, marketing, and competitive positioning from the customer's perspective. Offered ONLY Online.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 470 Supply Chain Management. 3 Credits

Prerequisite(s): BMKT 325 and Upper division standing.

Provides the fundamentals of supply chain management through class lecture, cases, and discussions. Topics include internal and external environments, customer service, logistics, strategy, global dimensions, distribution, planning and forecasting.

Department: College of Business-All Depts

BMKT 490 Undergraduate Research. 3 Credits

Prerequisite(s): Admission to upper division standing, BMKT 325 and consent of department.

Provides senior level students with an opportunity to research, develop, and present a professional quality advertising campaign to a nationally recognized panel of professionals and clients. Relies on a team approach and group projects.

Lecture Hours 3

Department: College of Business-All Depts

BMKT 492 Independent Study. 1-3 Credits

Term Typically Offered: Fall, Spring, Summer

Prerequisite(s): Admission to upper division standing, consent of department, and approval of the College of Business Academic Policy Committee (CBAPC).

Provides outstanding junior and senior students an opportunity to explore material not covered by regular Marketing courses. Students must complete a Request for Independent Study form and have it approved by CBAPC.

Department: College of Business-All Depts

BMKT 494 Seminar/Workshop. 1-6 Credits

Term Typically Offered: Fall, Spring, Summer

Prerequisite(s): Admission to upper division standing or consent of department.

Provides senior students an opportunity to intensively investigate topics pertinent to the field of Marketing.

Department: College of Business-All Depts