

# DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

**Ambassador Crawford College of Business and Entrepreneurship**  
 Department of Marketing and Entrepreneurship  
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## Undergraduate Programs

- Entrepreneurship - B.B.A.
- Managerial Marketing - B.B.A.
- Marketing - B.B.A.

## Minors

### Undergraduate

- Entrepreneurship for Business Majors
- Entrepreneurship for Non-Business Majors
- Marketing

## Certificates

### Undergraduate Certificates

- Professional Sales

## Department of Marketing and Entrepreneurship Faculty

- Bridges, Eileen (1994), Professor, Ph.D., Northwestern University, 1987
- Daniels, Ellen P. (1981), Senior Lecturer, M.B.A., Baldwin-Wallace College, 1979
- Groening, Christopher (2013), Associate Professor, Ph.D., University of Pittsburgh, 2008
- Heidler, Mary R. (2011), Associate Lecturer, M.B.A., American University, 1995
- Hsieh, Meng-Hua (2018), Associate Professor, Ph.D., University of Washington, 2013
- Jewell, Robert D. (2004), Professor, Ph.D., Ohio State University, 1999
- Jia, Lei (2022), Assistant Professor, Ph.D., Ohio State University, 2020
- Knapp-Blay, Kelly A. (2016), Associate Lecturer, M.B.A., Bowling Green State University, 1997
- Lee, Denise M. (2009), Senior Lecturer, M.B.A., Ashland University, 2006
- Liu, Kun (2018), Associate Professor, Ph.D., University of Utah, 2006
- Mahar, Christopher (2022), Associate Professor
- Mohammadi Darani, Milad (2019), Assistant Professor, Ph.D., Texas A&M University, Main Camp, 2019
- Spake, Deborah F. (2013), Professor, Ph.D., The University of Alabama, 1999
- Stettler, Tatiana R. (2015), Associate Professor, Ph.D., University of Bern, 2014

- Thacker, Donald (1998), Senior Lecturer, M.B.A., Kent State University-Stark Campus, 1996
- Wang, Tuo (2004), Associate Professor, Ph.D., University of Pittsburgh, 2004
- Wiggins, Jennifer A. (2006), Professor, Ph.D., University of Wisconsin-Madison, 2006
- Zourrig, Haithem (2016), Associate Professor, Ph.D., University of Montreal, 2010

## Entrepreneurship (ENTR)

### ENTR 17001 START-UP ENTREPRENEURS 1 Credit Hour

This course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. Throughout the course, those who have transformed a simple idea into a sustainable success share the beliefs and behaviors that helped them build a thriving new entity. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.

**Prerequisite:** Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17001 towards their degree).

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

### ENTR 17002 ENTREPRENEURIAL MINDSET 2 Credit Hours

This course engages students in the study of the fundamental aspects of the entrepreneurial mindset. The course enables students to learn about entrepreneurship directly from firsthand knowledge and experience drawn from a wide variety of successful real-world entrepreneurs. The course next guides each student through the process of developing an entrepreneurial mindset. Finally, each student then uses the entrepreneurial mindset to recognize and evaluate opportunities in his or her own life, regardless of the student's chosen career path. Students will not receive graduation credit for both ENTR 17001 and ENTR 17002.

**Prerequisite:** Non-entrepreneurship majors or minors only (neither entrepreneurship majors nor entrepreneurship minors will receive credit for ENTR 17002 towards their degree).

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

### ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP 3 Credit Hours

The course examines the entrepreneurial process from idea to launch. Topics of study include the entrepreneurial mindset, attributes of successful entrepreneurs, trendspotting, opportunity recognition, innovation, defining problems and solutions, venture screening, risk assessment, risk tolerance, identification of resources and business planning. Additional focuses include sustainability, how to differentiate products and services to the market and how to turn opportunities into viable businesses. The course is delivered using a multi-discipline approach.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** CTAG Entrepreneurship

**ENTR 27192 BEGINNING PRACTICUM (ELR) 1-4 Credit Hours**  
(Repeatable for a maximum of 4 credit hours) This course offers the student a chance to explore the operations within an entrepreneurial venture through a real life consulting project. Students will work on a defined project for a small business or startup. Faculty and staff of the Center for Entrepreneurship and Business Innovation (CEBI) will be responsible for pairing students with projects. The time commitment for this course is approximately 50 hours per credit hour.  
**Prerequisite:** ENTR 27056 with a minimum C grade.

**Schedule Type:** Practical Experience

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 27466 SPEAKER SERIES IN ENTREPRENEURSHIP 1 Credit Hour**

This course explores entrepreneurship using the experiences of a broad range of entrepreneurs. During the semester, a series of videos created by the Department of Marketing and Entrepreneurship's instructors, present entrepreneurs sharing their paths in establishing successful enterprises, including obstacles they encountered and missteps they made along the way. In addition, students will view videos of researchers who have studied entrepreneurship that provide additional insight into the patterns, realities and misconceptions associated with entrepreneurship and entrepreneurs

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**ENTR 37040 ENTREPRENEURIAL TOOLS 3 Credit Hours**

This course provides an overview of the analytical, decision-making, and communication skills students need to succeed in subsequent coursework and as an entrepreneur. Topics include financial analysis, strategic analysis, for-profit business decision-making and persuasive communications.

**Prerequisite:** ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37045 SALES IN THE ENTREPRENEURIAL VENTURE 3 Credit Hours**

This course focuses on the fundamentals of human persuasion and sales as they apply to the early stages of a new venture or start-up. Students will be introduced to the skills practiced by accomplished salespeople. These skills, grounded in understanding purchase decisions, will allow students to navigate the different steps of a sale. The course also addresses persuasion in the context of raising capital, establishing partnerships and recruiting and motivating employees. The importance of ethics and creativity throughout the entrepreneurial selling process is addressed as well.

**Prerequisite:** ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship Minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37065 ENTREPRENEURIAL FINANCE 3 Credit Hours**

This course exposes students to the core financial concepts relevant to entrepreneurial situations. Emphasis is given to: 1) the entrepreneur's personal finances and how entrepreneurs get paid, 2) sources of start-up business funding and the consequences associated with each of those options, 3) proper business set up, with focus on establishment of appropriate of financial and cash controls, 4) financial statement and profitability analysis, and the creation of projected financial statements, 5) bootstrapping and working capital management, 6) business decision-making based on financial analysis, 7) how to value and sell a business, and 8) proper transitioning for the business and the entrepreneur after the economic success or sale of a business.

**Prerequisite:** ECON 22060 and ENTR 27056; minimum 2.000 overall GPA; and Entrepreneurship major or minor or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37070 SOCIAL ENTREPRENEURSHIP 3 Credit Hours**

Social entrepreneurs create innovative solutions to solve challenging social and environmental issues affecting the world around them. In this course, students will learn how to lead and manage charities, non-government organizations, social oriented enterprises and not for profit organizations. Students will apply entrepreneurial business and innovative skills to effectively tackle global issues impacting society.

**Prerequisite:** ENTR 27056.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37075 ENTREPRENEURIAL MARKETING 3 Credit Hours**

Application of marketing concepts to entrepreneurial situations. Emphasis is given to market segmentation and analysis, product and service positioning and market-oriented firm development.

**Prerequisite:** ENTR 27056; and minimum 2.000 overall GPA; and Entrepreneurship major or minor; or Arts Entrepreneurship minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 37080 NEW VENTURE CREATION (WIC) 3 Credit Hours**

During this writing and research-intensive course, students will create a feasibility analysis and business plan that will improve the likelihood of new venture success. Topics addressed include: how to define an offering, SWOT & competitive analysis, industry analysis, marketing strategy, operational planning (personnel, inventory, supply chain and location), sales forecasting, financial planning (e.g., proformas, insurance and taxes), strategies for effective partnering with vendors and the identification of key managerial and human resource challenges that a new venture will face. Students will create an action plan for the first 120 days of a business that can be executed in the Entrepreneurial Experience I and II capstone courses.

**Prerequisite:** ENTR 27056; and ENTR 37040 with a minimum C grade; and ENTR 37065 or FIN 36053; minimum C grade in ENG 21011, COMM 15000 and MATH 11010; minimum 2.000 overall GPA; and Entrepreneurship major or minor.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**ENTR 37192 ADVANCED PRACTICUM (ELR) 1-4 Credit Hours**

(Repeatable for a total of 4 credit hours) This course offers the student a chance to explore and apply their organizational leadership, teamwork, communication, critical thinking and problem solving skills in an entrepreneurial setting by providing a real life consulting experience. In this practicum, students will be responsible for defining and managing their projects, working with clients lined up through the faculty member and the Center for Entrepreneurship and Business Innovation. The time commitment for this course is approximately 50 hours per credit hour.

**Prerequisite:** ENTR 27056 and ENTR 37075; and ENTR 37040 with a minimum C grade; and minimum 2.000 overall GPA; and Entrepreneurship major or minor.

**Schedule Type:** Practical Experience

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 37195 SPECIAL TOPICS IN ENTREPRENEURSHIP I 1-4 Credit Hours**

(Repeatable for credit) Special topics course offered on an irregular basis. Topics differ and faculty are involved each time the course is offered. Specific topics may need to request special approval to register the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**ENTR 45096 INDIVIDUAL INVESTIGATION IN ENTREPRENEURSHIP 1-3 Credit Hours**

(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior entrepreneurship major.

**Prerequisite:** Special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-3 other

**Grade Mode:** Standard Letter

**ENTR 47047 STRATEGIC DILEMMAS IN ENTREPRENEURSHIP 3 Credit Hours**

Every entrepreneurial challenge requires making a choice. Most of these choices have strategic consequences for the entrepreneur, their ventures, as well as for co-founders, employees, investors and potential acquirers. Students work in groups to tackle a challenge of their interest. They participate in the cycle of inspiration, ideation and experimentation and learn about common entrepreneurial dilemmas around when to start, with whom, what and how. The topics covered include timing of entrepreneurial entry, type of entry, family business dilemmas, division of roles in a new venture, equity split, hiring dilemmas, investor dilemmas and exit choices.

**Prerequisite:** ENTR 27056 with a minimum C grade; minimum 2.000 overall GPA; and Entrepreneurship major or minor; and junior or senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 47048 ENTREPRENEURIAL EXPERIENCE I (ELR) 3 Credit Hours**

First of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Students in this course will utilize a plan they developed in New Venture Creation, ENTR 37080, or create a new business plan. Activities may include identifying market needs, researching financial viability of the business venture to meet that need, marshaling the resources to launch a business and launching the business.

**Prerequisite:** Minimum C grade in ENTR 37080 and minimum 2.000 overall GPA; and Entrepreneurship major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 47049 ENTREPRENEURIAL EXPERIENCE II 3 Credit Hours**

Second of a two-course sequence designed to immerse entrepreneurship majors into the dynamics of starting and running a business through the creation of their own venture. Activities include growing the business started during Entrepreneurial Experience I, meeting all operational requirements of the business, evaluating the business, and determining whether to continue the business or shut it down upon completion of the course.

**Prerequisite:** ENTR 47048; and minimum 2.000 overall GPA; and Entrepreneurship major and minor.

**Schedule Type:** Laboratory

**Contact Hours:** 3 lab

**Grade Mode:** Standard Letter

**ENTR 47070 NEW ENTERPRISE FORMATION 3 Credit Hours**

This course will develop the student's ability to analyze, plan and implement a new venture. This course is both an experiential and "how to" course. Students will perform research to evaluate the viability of identified business opportunities by understanding the key industry factors, market and competitive factors and customer needs that affect those opportunities. Students will develop personal entrepreneurial capacity in the field or industry in which their business will operate. Students will do a feasibility analysis and develop a business canvas model that will result in a flexible business plan. Entrepreneurship majors will not receive credit for this course.

**Prerequisite:** Minimum C grade in ENG 21011 and ENTR 37040; and ENTR 27056 and ENTR 37065; and minimum 2.250 overall GPA; and non-Entrepreneurship majors only.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**ENTR 47091 SEMINAR IN ENTREPRENEURSHIP 3 Credit Hours**

(Repeatable for credit) Current topics in entrepreneurship.

Entrepreneurship majors will not receive credit for this course. Not open to Entrepreneurship majors.

**Prerequisite:** ENTR 27056; and student in the College of Business Administration; and junior or senior standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**ENTR 47189 INTERNATIONAL EXPERIENCE IN ENTREPRENEURSHIP (DIVG) (ELR) 3 Credit Hours**

The student will gain firsthand exposure to international businesses and organizations generally relating to business, and specifically relating to entrepreneurship. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

**Prerequisite:** ENTR 27056; and Entrepreneurship major or minor; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**ENTR 47195 SPECIAL TOPICS IN ENTREPRENEURSHIP II 1-4 Credit Hours**

(Repeatable for credit) Special topics course offered on an irregular basis; different topics and faculty involved each time the course is offered.

Specific topics may need to request special approval to register for the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**ENTR 47289 INTERNATIONAL ENTREPRENEURSHIP: THE ITALIAN PERSPECTIVE (DIVG) (ELR) 3 Credit Hours**

Course explores the "Creative Entrepreneurial Business Model," particularly relevant in Italy and Mediterranean cultures, in comparison to international models. Students have the unique opportunity to analyze various entrepreneurial business models through conceptual frameworks, cases, guest speakers and site visits, contrasting them with prevalent U.S. models. The class emphasizes active learning, combining lectures, discussions, exercises, case analyses, site visits and presentations to provide a comprehensive understanding of entrepreneurial concepts in the context of international business excellence. This course is only offered in the Florence program.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**ENTR 47292 ENTREPRENEURIAL INTERNSHIP (ELR) 3 Credit Hours**

Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

**Prerequisite:** Minimum 2.000 overall GPA; and Entrepreneurship major; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**ENTR 65051 TECHNOLOGY COMMERCIALIZATION 3 Credit Hours**

This course is designed to teach students how to evaluate opportunities for technology commercialization and how to apply the steps required in order take a technological innovation to the marketplace.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## Managerial Marketing (MMTG)

**MMTG 35011 MARKETING TOOLS (WIC) 3 Credit Hours**

Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as a marketing professional. Topics include strategic analysis, financial analysis, case analysis, marketing decision-making, and persuasive communications.

**Prerequisite:** Minimum C grade in ENG 21011, COMM 15000, MATH 11010; CIS 24053 or IT 11000; MKTG 25010 or BMRT 21050; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Writing Intensive Course

**MMTG 35021 RESEARCH FOR MARKETING DECISIONS 3 Credit Hours**

Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Pre/corequisite:** BA 24056.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 35024 MARKETING TOOLS LABORATORY 1 Credit Hour**

Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.

**Prerequisite:** ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

**MMTG 35025 MARKETING COMMUNICATIONS LABORATORY 1 Credit Hour**

This course introduces students to skills relevant to marketing communications. Specifically, students will acquire a set of technical and analytical skills and apply them in a marketing communications context. This course will help prepare students for potential internships and jobs and provide a solid foundation for MMTG 45039 Promotions Management.

**Prerequisite:** ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

**MMTG 35026 MARKETING RESEARCH LABORATORY 1 Credit Hour**

Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Laboratory

**Contact Hours:** 2 lab

**Grade Mode:** Standard Letter

**MMTG 35030 SALES AND SALES MANAGEMENT 3 Credit Hours**

Focuses on the fundamentals of selling and sales management with emphasis on persuasive communication and understanding others' perspectives to reach a "win-win" outcome. Incorporates sales management strategies and the planning and leadership skills of a sales manager. Students will engage in one-on-one role playing and simulated selling scenarios.

**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45020 COMPETITIVE MARKET ANALYSIS 3 Credit Hours**

Focuses on establishing and maintaining a competitive market position through product and pricing strategies driven by industry and competitive analysis. Students will participate in a marketing simulation where they will make marketing decisions and strive to compete effectively.

**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45023 CUSTOMER ANALYSIS 3 Credit Hours**

Focuses on the methods marketers use to analyze and understand their customers. Incorporates market segmentation and targeting, understanding consumer and buyer decision-making, and customer relationship management. Students will complete a segmentation plan for a client firm.

**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45039 PROMOTION MANAGEMENT 3 Credit Hours**

Focuses on the use of promotional tools to communicate marketing strategies to customers. Emphasis on both traditional and contemporary promotional tools, including new technologies in marketing communications. Considers the selection, planning, and implementation of promotional tools. Students will complete a communications plan for a client firm.

**Prerequisite:** MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45099 INTEGRATED MARKETING STRATEGY (ELR) 3 Credit Hours**

Capstone course for managerial marketing majors. Emphasis is on the integration of marketing concepts, methods, and skills from prior coursework to make sound marketing decisions. Students will complete a marketing plan for a client firm.

**Prerequisite:** MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture, Project or Capstone

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MMTG 45195 SPECIAL TOPICS IN MANAGERIAL MARKETING 1-4 Credit Hours**

Special Topics in Managerial Marketing permits the exploration of topics not covered, or are not covered in as much depth, in scheduled courses. Hours of credit depend on scope of project.

**Prerequisite:** Minimum 2.000 overall GPA; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

## Marketing (MKTG)

**MKTG 25010 PRINCIPLES OF MARKETING 3 Credit Hours**

(Equivalent to BMRT 21050) An overview of the processes, activities and problems associated with the conception, planning and execution of the pricing, promotion and distribution of ideas, goods and services to create exchange values in the market.

**Prerequisite:** ECON 22060.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** TAG Business

**MKTG 35030 MARKETING APPLICATIONS 3 Credit Hours**

Students learn and apply strategic and financial analysis skills to make real-world marketing decisions. Emphasis on marketing planning and core strategic decisions in marketing, including segmentation, targeting and positioning.

**Prerequisite:** MKTG 25010 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35035 CONSUMER BEHAVIOR 3 Credit Hours**

Focus is on the decision-making processes of the individual consumer and the psychological, sociological, cultural and economic factors that influence those choices. Understanding why consumers behave in the way that they do is the heart of the study of consumer behavior and informs the formulation of marketing strategy. Periodically offered as an online course.

**Prerequisite:** MKTG 25010.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35050 MARKETING RESEARCH 3 Credit Hours**

Learn how to formulate research questions, design a study to identify customer needs, attitudes, beliefs and behaviors utilizing existing and new marketing data and analyze the data and communicate the results.

**Prerequisite:** MKTG 25010; and MATH 10041 or BA 24056; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35056 SOCIAL MEDIA MARKETING 3 Credit Hours**

Explore the various opportunities and risks that social media marketing holds for firms. During the course students will learn about topics such as social media's effect on marketing, creating and managing brand presences on social media, creating and marketing a branded viral video and identifying online influencers.

**Prerequisite:** MKTG 25010; and minimum GPA 2.000; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 35061 MARKETING ANALYTICS 3 Credit Hours**

This course presents an overview of the process of conducting marketing analytics in a business organization. Broadly, this process encompasses distilling management questions into its causes and consequences, determining data requirements, assembling a data set amenable to analysis, model selection, analysis, and the communication of analytics insights. Consequently, marketing analytics is discussed as a rich, data-driven process to visualize, predict and improve business outcomes, and how to think about analysis and how to communicate its results are emphasized.

**Prerequisite:** MATH 10041 or BA 24056; and a managerial marketing major or marketing major or entrepreneurship major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45045 ADVERTISING AND PROMOTION MANAGEMENT 3 Credit Hours**

Increases students' understanding of advertising concepts as well as structure and functions of different "players" within the industry. Integrates marketing and advertising theory with application in advertising decision-making. Periodically offered as an online course.

**Prerequisite:** MKTG 25010 or BMRT 21050; Not open to Managerial Marketing majors.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45046 PROFESSIONAL SELLING 3 Credit Hours**

Introduces students to effective communication, successful selling and persuasion techniques, building customer relationships, ethics, the buying and selling process, and developing professional sales calls.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and not open to managerial marketing majors.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45047 ADVANCED PROFESSIONAL SELLING 3 Credit Hours**

Builds on the foundation established in Personal Selling and Sales Management (MKTG 45046) by applying sales concepts, participating in live sales calls with Business Partner Company Sales Reps, spending highly focused time in role plays with immediate feedback from the instructors, interacting with guest speakers who are experts in sales, and studying advanced sales and persuasion techniques. Experiential course that requires some flexibility with scheduling for the shadow experiences.

**Prerequisite:** MKTG 45046 or MMTG 35030 or ENTR 37045; and minimum 2.000 overall GPA.

**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab

**Contact Hours:** 2 lecture, 2 lab

**Grade Mode:** Standard Letter

**MKTG 45048 COMPETITIVE SALES SKILLS DEVELOPMENT 1 Credit Hour**

(Repeatable for credit) Develops competitive sales skills that will transfer to a professional sales career while learning specific skills to compete in regional, national and international collegiate sales competitions. Experiential course that requires some flexibility with scheduling for the sales competitions and coaching sessions.

**Prerequisite:** Special approval.

**Schedule Type:** Seminar

**Contact Hours:** 1 lecture

**Grade Mode:** Standard Letter

**MKTG 45049 SALES FORCE LEADERSHIP 3 Credit Hours**

Contemporary sales force management. Emphasis on strategies, sales management responsibilities, skills and management techniques.

**Prerequisite:** ENTR 37045 or MKTG 45046 or MMTG 35030.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45051 DIGITAL MARKETING 3 Credit Hours**

Understand the important and current applications of digital marketing tools and concepts. This course will cover concepts including customer relationship management, user experience, digital advertising and search engine optimization. We will explore why these are valuable tools and apply them to real-world examples.

**Prerequisite:** MKTG 25010; and minimum GPA 2.000; and junior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45052 SALES AND SALES MANAGEMENT 3 Credit Hours**

Focuses on the tactical side of sales management with emphasis on persuasive communication and understanding others' perspectives to reach a "win-win" outcome. Incorporates sales management techniques including effective delegation, team-building and territory management. Students will engage in role playing and simulated selling scenarios.

**Prerequisite:** MKTG 35035 and MKTG 45046.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45060 INTERNATIONAL MARKETING 3 Credit Hours**

Examination of international marketing in terms of global markets and trade. Emphasizes differences among markets caused by geography, politics, economics, culture, commercial policy and trade practices. Periodically offered as an online course.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45082 SERVICES MARKETING 3 Credit Hours**

Provides an integrated understanding of what is required to develop and market a successful service to a chosen target market. Positioning of a service product can be achieved through the "4 Ps" tactics originally used for goods marketing in addition to three new Ps" for services, which include design of the delivery process, recruitment and training of people, and developing appropriate physical evidence. Readings, lectures, tests, and experiential activities are used to develop and assess learning.

**Prerequisite:** MKTG 25010; and minimum 2.000 overall GPA.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 45084 MARKETING POLICIES AND STRATEGIES (ELR) (WIC) 3 Credit Hours**

Capstone course for marketing majors. Course deals with marketing policies and strategies with emphasis on managerial decision-making case approach.

**Prerequisite:** MKTG 35030 with a minimum C grade; and minimum 2.000 overall GPA; and marketing major; and senior standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement, Writing Intensive Course

**MKTG 45091 MARKETING SEMINAR 1-4 Credit Hours**

(Repeatable for credit) Current topics in marketing. Certain sections of this variable topic seminar may require instructor special approval or have further prerequisites. See current schedule of classes.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and minimum 2.000 overall GPA.

**Schedule Type:** Seminar

**Contact Hours:** 1-4 other

**Grade Mode:** Standard Letter

**MKTG 45095 SPECIAL TOPICS IN MARKETING 1-4 Credit Hours**

(Repeatable for credit) Special Topics in Marketing permits the exploration of topics that are not covered, or not covered in as much depth, in scheduled courses. Credit hours depend on the scope of the project. Specific topics may need to request special approval to register for the course. Special approval may include items such as: minimum GPA, course prerequisites and instructor approval. The course schedule will contain the enrollment requirements for a specific special topics course.

**Prerequisite:** None.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter

**MKTG 45096 INDIVIDUAL INVESTIGATION IN MARKETING 1-3 Credit Hours**

(Repeatable for credit) Independent investigation of appropriate problem undertaken by a senior marketing major.

**Prerequisite:** Special approval.

**Schedule Type:** Individual Investigation

**Contact Hours:** 1-6 other

**Grade Mode:** Standard Letter

**MKTG 45189 INTERNATIONAL EXPERIENCE IN MARKETING (DIVG) (ELR) 3 Credit Hours**

The student will gain firsthand exposure to international businesses and organizations generally relating to business and specifically relating to marketing. The course includes pre-trip orientation sessions, visits to international businesses and organizations, and opportunities for cultural activities.

**Prerequisite:** MKTG 25010; and special approval.

**Schedule Type:** International Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Diversity Global, Experiential Learning Requirement

**MKTG 45192 SALES INTERNSHIP (ELR) 3 Credit Hours**

Supervised practical experience in sales with a business. An internship application and faculty approval are needed prior to registration for this course.

**Prerequisite:** MKTG 45046 or MMTG 35030 or ENTR 37045; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MKTG 45292 MARKETING INTERNSHIP (ELR) 3 Credit Hours**

Preparation of research report concurrent with on-the-job experience with cooperating business or other organization.

**Prerequisite:** MKTG 25010 or BMRT 21050 or MKTG 35035; and special approval.

**Schedule Type:** Individual Investigation, Practical Experience

**Contact Hours:** 9 other

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MKTG 65051 MARKETING MANAGEMENT 2 Credit Hours**

Analysis of marketing management at a level appropriate to students with limited background in the subject. The course will include lectures, and will integrate a major experiential component (e.g., a marketing simulation, a client-based project, etc.). Services, global marketing, and legal and ethical issues will be integrated across topic areas.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 2 lecture

**Grade Mode:** Standard Letter

**MKTG 65053 PROMOTION MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 75053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.

**Prerequisite:** MKTG 65051; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 65054 INTERNATIONAL MARKETING 3 Credit Hours**

(Slashed with MKTG 45060) Course focuses on the types of marketing decisions facing the international marketing manager or vice president in the multinational firm.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 65057 MARKETING RESEARCH 3 Credit Hours**

(Slashed with MKTG 75057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation the research process application of techniques and basis data analysis using SPSS-PC.

**Prerequisite:** MKTG 65051; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75050 MODERN ENTREPRENEURIAL MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 65050) Analysis and application of the key elements of both entrepreneurship (new business starts) and entrepreneurship in existing companies.

**Prerequisite:** Doctoral standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75051 MARKETING MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 65051) Analysis of marketing management at a level appropriate to students with limited background in the subject. Course encompasses lecture discussion problems and cases.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75053 PROMOTION MANAGEMENT 3 Credit Hours**

(Slashed with MKTG 65053) All elements of the promotional mix (advertising, sales, promotion, publicity, public relations and personal selling) are considered as part of an integrated communications strategy. Primary emphasis is placed on advertising. A comprehensive set of analytical frameworks are developed, covering a range of topics from the firm's marketing strategy to the message strategy embodied in a single advertisement. These analytic frameworks are applied to a series of case studies throughout the course.

**Prerequisite:** MKTG 75051; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 75057 MARKETING RESEARCH 3 Credit Hours**

(Slashed with MKTG 65057) Examination of the research process as applied to decision making. Course focuses on steps in problem formulation, the research process, application of techniques, and basis data analysis using SPSS-PC.

**Prerequisite:** MKTG 65051 or 75051; and doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 85057 RESEARCH DESIGN 3 Credit Hours**

Focuses on the construction of a conceptual framework; the design of an experiment sampling plan data collection methods and the application of statistical techniques.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 85060 MARKETING STRATEGY 3 Credit Hours**

Examines important topics in marketing management and strategy such as brand equity, competition, channel management, market orientation, product innovation, customer satisfaction and their impact on financial outcomes in the areas of business-to-consumer and business-to-business.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MKTG 85063 ANALYTICAL METHODS IN MARKETING RESEARCH 3 Credit Hours**

Application of multivariate statistical techniques in marketing research.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter-IP

**MKTG 85064 BUYER BEHAVIOR 3 Credit Hours**

An analysis of extant and emerging theories, models and concepts of buyer consumer behavior and their development and testing.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MKTG 85066 MARKETING THEORY 3 Credit Hours**

The central objective of the course is to develop the doctoral student's background in marketing theory, theory construction and the creation of marketing knowledge.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter-IP

**MKTG 85074 CONSUMER PSYCHOLOGY 3 Credit Hours**

Analysis of extant and emerging theories, models and concepts in Consumer Psychology. The course provides coverage of classic and current research related to cognitive and affective processing and their impact on marketing-related outcomes.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Seminar

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter

**MKTG 85098 RESEARCH IN MARKETING 3 Credit Hours**

(Repeatable for credit) Designed to assist students in developing dissertation topics or to provide an opportunity to study material or topic not covered elsewhere in the program.

**Prerequisite:** Doctoral standing.

**Schedule Type:** Research

**Contact Hours:** 3 other

**Grade Mode:** Standard Letter



**MKTG 85191 SEMINAR IN MARKETING 3 Credit Hours**  
 (Repeatable for a maximum of 6 credit hours) This course is designed to provide doctoral students with a broad exposure to a current and substantive topic area in marketing. This course will expose students to classic and new ideas, help them critically analyze these ideas, and provide them with the opportunity to relate these ideas to their own research interests.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Seminar  
**Contact Hours:** 3 other  
**Grade Mode:** Standard Letter

## Managerial Marketing (MMTG)

**MMTG 35011 MARKETING TOOLS (WIC) 3 Credit Hours**  
 Provides an overview of the analytical, communication, and decision-making skills that students will need to succeed in subsequent coursework and as a marketing professional. Topics include strategic analysis, financial analysis, case analysis, marketing decision-making, and persuasive communications.  
**Prerequisite:** Minimum C grade in ENG 21011, COMM 15000, MATH 11010; CIS 24053 or IT 11000; MKTG 25010 or BMRT 21050; and minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter  
**Attributes:** Writing Intensive Course

**MMTG 35021 RESEARCH FOR MARKETING DECISIONS 3 Credit Hours**  
 Focuses on the effective collection, organization, evaluation, and use of data to make marketing decisions. Emphasis on methods for collecting, analyzing, interpreting, and communicating data in the context of marketing decision-making.  
**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.  
**Pre/corequisite:** BA 24056.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**MMTG 35024 MARKETING TOOLS LABORATORY 1 Credit Hour**  
 Extended practice and use of software to enhance financial analysis and communication skills. Emphasizes the use of Microsoft Office software to enhance marketing decision-making and persuasive presentation skills. Incorporates professional development skills and opportunities. Should be taken concurrently with the Marketing Tools (MMTG 35011) course.  
**Prerequisite:** ENG 21011, COMM 15000, MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with minimum C (2.00); minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Laboratory  
**Contact Hours:** 2 lab  
**Grade Mode:** Standard Letter

**MMTG 35025 MARKETING COMMUNICATIONS LABORATORY 1 Credit Hour**  
 This course introduces students to skills relevant to marketing communications. Specifically, students will acquire a set of technical and analytical skills and apply them in a marketing communications context. This course will help prepare students for potential internships and jobs and provide a solid foundation for MMTG 45039 Promotions Management.  
**Prerequisite:** ENG 21011, COMM 15000 and MATH 11010; and CIS 24053 or IT 11000; and MKTG 25010 or BMRT 21050 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Laboratory  
**Contact Hours:** 2 lab  
**Grade Mode:** Standard Letter

**MMTG 35026 MARKETING RESEARCH LABORATORY 1 Credit Hour**  
 Extended practice and use of software to enhance data analysis and communication skills. Emphasizes the collection and analysis of research data for marketing decision-making. Incorporates the use of data analysis software. Should be taken concurrently with the Research for Marketing Decisions (MMTG 35021) course.  
**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Laboratory  
**Contact Hours:** 2 lab  
**Grade Mode:** Standard Letter

**MMTG 35030 SALES AND SALES MANAGEMENT 3 Credit Hours**  
 Focuses on the fundamentals of selling and sales management with emphasis on persuasive communication and understanding others' perspectives to reach a "win-win" outcome. Incorporates sales management strategies and the planning and leadership skills of a sales manager. Students will engage in one-on-one role playing and simulated selling scenarios.  
**Prerequisite:** MMTG 35011 with a minimum C grade; and minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**MMTG 45020 COMPETITIVE MARKET ANALYSIS 3 Credit Hours**  
 Focuses on establishing and maintaining a competitive market position through product and pricing strategies driven by industry and competitive analysis. Students will participate in a marketing simulation where they will make marketing decisions and strive to compete effectively.  
**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**MMTG 45023 CUSTOMER ANALYSIS 3 Credit Hours**  
 Focuses on the methods marketers use to analyze and understand their customers. Incorporates market segmentation and targeting, understanding consumer and buyer decision-making, and customer relationship management. Students will complete a segmentation plan for a client firm.  
**Prerequisite:** MMTG 35021 and MMTG 35030; and minimum 2.000 overall GPA; and managerial marketing major.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**MMTG 45039 PROMOTION MANAGEMENT 3 Credit Hours**

Focuses on the use of promotional tools to communicate marketing strategies to customers. Emphasis on both traditional and contemporary promotional tools, including new technologies in marketing communications. Considers the selection, planning, and implementation of promotional tools. Students will complete a communications plan for a client firm.

**Prerequisite:** MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**MMTG 45099 INTEGRATED MARKETING STRATEGY (ELR) 3 Credit Hours**

Capstone course for managerial marketing majors. Emphasis is on the integration of marketing concepts, methods, and skills from prior coursework to make sound marketing decisions. Students will complete a marketing plan for a client firm.

**Prerequisite:** MMTG 45020 and MMTG 45023; and minimum 2.000 overall GPA; and managerial marketing major.

**Schedule Type:** Lecture, Project or Capstone

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**Attributes:** Experiential Learning Requirement

**MMTG 45195 SPECIAL TOPICS IN MANAGERIAL MARKETING 1-4 Credit Hours**

Special Topics in Managerial Marketing permits the exploration of topics not covered, or are not covered in as much depth, in scheduled courses. Hours of credit depend on scope of project.

**Prerequisite:** Minimum 2.000 overall GPA; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 1-4 lecture

**Grade Mode:** Standard Letter