

Marketing (MKTG)

Courses

MKTG 1199 Experimental Course: 1-6 semester hours.

The content of this course is not described in the catalog. Title and number of credits are announced in the Class Schedule. Experimental courses may be offered no more than three times with the same title and content. May be repeated.

MKTG 2225 Introduction to Marketing: 3 semester hours.

Introduction to the marketing function in business and other organizations. Environmental aspects of market selection and strategy. Analysis of product, pricing, promotion, and distribution. D

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MKTG 3310 Professional Development and Personal Branding: 3 semester hours.

Investigation of business career opportunities. Understanding of modern career search guides. Student will meet with an advisor, counselor, and other professionals to develop and tailor a successful career path in the desired profession. PRERQS: MGT 1101, MKTG 2225, or Senior Standing for non-business majors. F, S, D

MKTG 3393 Marketing Internship: 1-3 semester hours.

Internship program coordinated by faculty providing significant exposure to marketing issues. May not be used to fulfill major requirements. May be repeated for up to 3 credits. Graded S/U. D

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MKTG 4405 Personal Selling and Sales Force Management: 3 semester hours.

Attention given to product features, buying motives, selling points, principles and practices of selling, psychology of salesmanship, sales problems, personal requirements, opportunities. Determination of the amount and allocation of personal sales effort to be applied to the market and methods of organizing, evaluating, and controlling this effort. D

MKTG 4406 Business to Business Sales: 3 semester hours.

B2B sales, unlike B2C (business-to-consumer) sales, involve selling products or services to other businesses or organizations rather than individual consumers. Therefore, this course focuses on the unique challenges, processes, and dynamics specific to a B2B environment. Specifically, it covers the art of persuasion, effective communication, interpersonal relationships, and self-awareness through the science of emotional intelligence. Students study a variety of selling methodologies and practice real-world applications through role-play and scenario-based exercises. F, D

MKTG 4407 Advanced Sales Strategies & Tactics: 3 semester hours.

Advanced Sales Strategies & Tactics is an intensive course tailored for sales professionals and individuals seeking to enhance their expertise in the field of sales. Building upon the fundamentals of sales, this course provides a comprehensive exploration of advanced concepts, strategies, and tactics essential for achieving remarkable success in competitive markets. Practical skills utilized in this course include prospecting, the art of story-telling, presenting with impact, and qualifying/closing new business opportunities with the use of emotional intelligence. F, D

MKTG 4410 Entrepreneurship Opportunity Feasibility and Planning: 3 semester hours.

Conduct a detailed feasibility analysis of a business idea and complete a business plan using sound business principles. Equivalent to MGT 4410. PREREQ: MGT 2210 or MKTG 2225; Business major or permission of dean. D

MKTG 4411 Small Business and Entrepreneurship Practicum: 3 semester hours.

Advanced students address eastern Idaho entrepreneurship and small business issues. Projects address complex business problems under the supervision of a senior consultant. Class discussions supplement field work. Equivalent to MGT 4411. PREREQ: Senior status or permission of instructor. D

MKTG 4412 Entrepreneurial Solutions: 3 semester hours.

Advanced students create entrepreneurial market offering ideas and put such ideas through a commercialization process to test their viability. Entrepreneurial Market offering ideas address complex business problems under the supervision of a senior consultant. Class discussions supplement field work. PREREQ: Senior status or permission of instructor. D

MKTG 4421 Services Marketing: 3 semester hours.

Examines the development, promotion, and management of services. Topics covered include strategic planning, delivery channels and promotional challenges inherent to services. PREREQ: MKTG 2225. D

MKTG 4426 Marketing Research: 3 semester hours.

Evaluation and study of the primary means of providing relevant marketing information to management. Emphasizes problem formulation, consideration of data sources, means of acquiring information, sampling, interpretation of results. PREREQ: MGT 2216 and MKTG 2225. D

MKTG 4427 Consumer Behavior: 3 semester hours.

In-depth analysis of the internal and external influences of consumer behavior and decision-making, including learning, perception, cultural values, group influences, and a range of psychological and sociological concepts. This advanced study of consumer behavior will include analysis of a consumer dataset, as well as case studies highlighting concepts under investigation. PREREQ: MKTG 2225. D

MKTG 4428 Integrated Brand Promotion: 3 semester hours.

Planning and execution of advertising, sales promotion, and public relations programs developed into an integrated brand promotion program. Includes development of Integrated Brand Promotion plan. PREREQ: MKTG 2225 or CMP 2261. D

MKTG 4432 New Product Management: 3 semester hours.

Analysis of new product ideas: screening, business analysis, prototype development, market testing, and commercialization of goods and services. Includes diffusion of innovation issues in consumer and industrial markets. Equivalent to MGT 4432. PREREQ: MKTG 2225. D

MKTG 4454 The Future of Markets: 3 semester hours.

Examines changes in the marketplace and issues confronting a marketing professional in the Twenty-first century. Integrates insights from digital marketing, global marketing, and consumer behavior. D

MKTG 4465 Globalized Markets: 3 semester hours.

Global market structures are analyzed. Covers issues related to the structure and effects of global markets. Offers insight for global marketing managers and engaged citizens on economic, cultural, and political aspects of global market dynamics. PREREQ: MKTG 2225. D

MKTG 4480 Social Media Strategy: 3 semester hours.

Theory and application of business strategy in the context of social media. Particular emphasis is placed on building and maintaining a social media presence. Evaluation of and planning for effective campaigns is the goal. PREREQ: MKTG 2225. D

MKTG 4491 Seminar in Marketing: 3 semester hours.

Reading, discussion, and preparation of reports on selected topics. May be repeated for up to 6 credits with permission of the instructor. PREREQ: At least Senior level and permission of instructor. D

MKTG 4492 Special Problems in Marketing: 2-3 semester hours.

Research and reports on selected problems or topics in marketing. May be repeated for up to 9 credits with different content and with permission of major advisor and the Dean. PREREQ: At least Senior level and permission of the Dean. D

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