

MARKETING (MAR)

MAR 2011 Marketing Principles**Credit Hours:** 3

This course explores the basic principles of marketing and practices, and the application of these practices. Topics including consumerism, market research, target markets, feasibility analysis, products, promotion, channels of distribution, pricing, global marketing, and technology are examined.

MAR 2640 Marketing Decisions**Credit Hours:** 3

This course explores executive decision-making in the Marketing discipline including new market planning and development, channel mapping, market orientation and segmentation, product positioning, branding, value-based pricing, and competitive performance including offensive and defensive marketing strategies.

MAR 2720 Marketing on the Internet**Credit Hours:** 3

This course introduces students to the steps and strategies necessary for marketing products on the Internet. Emphasis is on tools, techniques, challenges, and decision-making abilities needed to participate in this rapidly growing sector of the economy.

MAR 3023 Marketing Management**Credit Hours:** 3

Prerequisites: Departmental approval or admission to Bachelor's program required

This course provides an overview of the comprehensive marketing process and examines the methods and techniques for managing marketing activities as well as an analysis of the marketing process. Instructional emphases include the decision-making process, refinement of crucial skills needed to recognize and solve marketing problems, and the design process for competitive marketing strategies.

MAR 3503 Consumer Behavior**Credit Hours:** 3

Prerequisites: Departmental approval or admission to Bachelor's program required

This course provides a comprehensive analysis of consumer motivation and buying behavior in the marketplace. The cyclical nature of consumer markets are explored as mitigated by producer adaptation and consumer behavior adjustment. Further topics include product and technological innovation and understanding the behavioral aspects of the marketing process from producer to the end-item user or consumer.

MAR 4202 Supply Chain Logistics Management**Credit Hours:** 3

Prerequisites: MAR 3023 with a grade of "C" or higher

This course provides an overview of integrated supply chain and logistics management by examining the strategic and operational decisions for planning, implementing, and controlling the procurement, storage, and distribution of materials, components, and finished goods. Emphasis is placed on product and information flows as facilitated by supply chain logistics strategies, transportation and distribution channel operations, facility and network design, inventory management, customer service, and outsourcing decisions.

MAR 4613 Marketing Research**Credit Hours:** 3

Prerequisites: MAR 3023, MAR 3503, and MAR 4202 – all courses with a grade of "C" or higher

This course provides a systematic approach to the search for and analysis of information relevant to identifying and solving marketing problems and opportunities. Core concepts include formulating hypotheses, research design, interrogative techniques, data collection methods, sampling, and methods of analysis.

MAR 4952 Capstone- Marketing Strategy**Credit Hours:** 3

Prerequisites: MAR 3023, MAR 3503, and MAR 4202 - all courses with a grade of "C" or higher

This course provides a practical approach to analyzing, planning, and implementing marketing strategies. Insights into the creative processes involved in applying the knowledge and concepts of marketing to the development and implementation of marketing strategy are examined.