Objectives: Assist the student in understanding the role of marketing in society from a managerial standpoint. Portray how consumer needs are satisfied by marketers in rapidly changing economic, competitive, political, etc. environments.

Course Content: Course content will consist primarily of lectures, handouts, textbook readings, and class discussions. Students are expected to read assignments and be prepared to discuss them during class.

Prerequisites: Not open to Freshmen.

Attendance: Regular attendance and participation in a given group will affect final grade.

Class Format: Lecture-class discussion-videos.

Evaluation: 2 exams, class participation, group and individual presentations.
Objectives: Provide students with an understanding of the basic theories and techniques involved in the market research process. Furnish students with experience in using data for marketing decisions, including utilizing computer programs to organize and analyze data.

Course Content: Course content will consist primarily of lectures and the market research project.

Prerequisites: MKTG 3110, BSNS 2120

Attendance: Mandatory

Class Format: Lecture; consultation on market research project.

Readings: Text and other assigned materials.

Papers/Projects: Working in teams, students will develop an original market research study.

Evaluation: Market research project, Quizzes, Participation
Course Content: This course can ONLY be used as a marketing elective. It CANNOT be used to substitute for any regularly scheduled program course. This course is designed to give advanced students in marketing the opportunity to obtain practical experience in the field OR to research a special area in which they have an interest. This course has two possible avenues of approach: an internship or a research paper.
Objectives: Enlighten students about contemporary issues and trends in marketing practice that have important direct implications for marketing management.

Course Content: Current works by marketing strategists and case-oriented books about companies considered industry pioneers and/or leaders provide the basis for discussion.

Prerequisites: MKTG 3110

Class Format: The course will be approached as a hybrid distance learning course. We will meet once a week in a traditional classroom setting.

Readings: 4-5 books

Evaluation: Papers, Team Presentation, Participation,