Marketing, B.S.B.A.D.

Degree Offered

- Bachelor of Science in Business Administration

Nature of the Program

Marketing professionals are involved in the exchange of value through planning, promoting, pricing, and distributing products and services. The marketing program is designed to give students a strong understanding of the elements of marketing plans used by organizations to satisfy customer needs and wants. In addition to the foundations of marketing strategy, the required courses provide an appreciation of how marketing strategies are used in the globalized economy. Students may select from three tracks: integrated digital marketing communications (IDMC), professional sales, and start up/high tech marketing. Career opportunities for marketing majors include:

- Digital Marketing
- Distribution and Channel Management
- International Business
- Marketing Analytics
- Marketing Management
- Product Management
- Professional Sales
- Promotions
- Retail Management
- Sustainable Marketing

FACULTY

CHAIR

- Michael Walsh - Ph.D. (University of Pittsburgh)
  Integrated marketing communications, Sales, Global Marketing, Public policy and marketing

PROFESSORS

- M. Paula Fitzgerald - Ph.D. (University of South Carolina)
  Consumer behavior, Promotion, Marketing research
- Jody Crosno - Ph.D. (University of Kentucky)
  Marketing Channels, Product and Price Policies

ASSOCIATE PROFESSORS

- Laurel Ayne Cook - Ph.D. (University of Arkansas)
  Consumer collaboration, Consumer health & welfare, Public policy
- Annie Peng Cui - Ph.D. (Kent State University)
  Brand management, International marketing, Consumer behavior

ASSISTANT PROFESSORS

- Julian Givi - Ph.D. (Carnegie Mellon University)
  Consumer Behavior, Gift Giving
- Stephen He - Ph.D. (Georgia Institute of Technology)
  Consumer information processing and make decisions in digital marketplaces
- Emily Tanner - Ph.D. (Oklahoma State University)
  Formation and management of marketing relationships and the outcomes associated with strong relationships
- Xinchun Wang - Ph.D. (Texas Tech University)
  Sales

TEACHING ASSOCIATE PROFESSORS

- Chas Koermer - Ph.D. (University of Nebraska)
  Intercultural communication (Middle East Gulf Region), Organizational communication and Instructional communication
- Susan Lantz - Ph.D. (West Virginia University)
First year students, Business communication, Gender and diversity in business

- Beth Tomlinson - Ph.D. (Kent State University)
  English
- Li Wang - Ph.D. (Ohio University)
  Business communication, Diffusion of innovations, Digital communication.

**TEACHING ASSISTANT PROFESSORS**

- Suzanne Bal - M.B.A.
- David Brauer - D.B.A. (Durham University)
  Professional Sales, Distribution Channels
- Rebecca Johnston - M.A.
  Business communications.

**EMERITUS**

- James R. Brown - D.B.A.
- Robert Cook
- Cy Logar
- Philip Mahin
- John L. Porter

**Admissions**

For specific information regarding the admissions requirements for First Time Freshmen to the John Chambers College of Business and Economics, please visit [http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext](http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext).

Students who are direct admitted to the major as first-time freshmen must possess an overall GPA of at least 2.5 and have completed the course prerequisites listed in the table below with minimum grade of C-, unless otherwise noted, to be eligible to enroll in upper-division course work.

Students who are not direct admitted to the major (i.e. Business) will declare the major at the beginning of the semester in which they satisfy the course prerequisites listed below. Applicants also must possess an overall GPA of at least 2.5 to be considered for admission to the major.

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<tr>
<th>Course Code</th>
<th>Course Name</th>
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<td>BCOR 121</td>
<td>Introduction to Business Applications</td>
<td>2</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>&amp; ECON 202</td>
<td>and Principles of Macroeconomics</td>
<td>3</td>
</tr>
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<td>ECON 225</td>
<td>Elementary Business and Economics Statistics</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 211</td>
<td>Elementary Statistical Inference</td>
<td></td>
</tr>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
<td>3-6</td>
</tr>
<tr>
<td>&amp; ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
<td></td>
</tr>
<tr>
<td>or ENGL 103</td>
<td>Accelerated Academic Writing</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following:</td>
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<tr>
<td>MATH 124</td>
<td>Algebra with Applications</td>
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<tr>
<td>MATH 126</td>
<td>College Algebra</td>
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<tr>
<td>MATH 129</td>
<td>Pre-Calculus Mathematics</td>
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<tr>
<td>MATH 153</td>
<td>Calculus 1a with Precalculus</td>
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<tr>
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<tr>
<td>MATH 154</td>
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<tr>
<td>MATH 155</td>
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<tr>
<td>MATH 156</td>
<td>Calculus 2</td>
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</table>

Total Hours 23-28

Students who are direct admitted to the major and meet the requirements listed above are guaranteed permission to enroll in upper-division course work. The Chambers College will accommodate as many majors as resources are available. Students who are denied admission to the major may apply for admission in a future application period or accept admission to an alternative major in the Chambers College.
A minimum grade of C- in MATH 150 is required for admission to the program. A grade of D- in MATH 154 or a higher college calculus course satisfies the calculus requirement for admission to the program.

Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the Bachelor of Science in Business Administration in Marketing (https://admissions.wvu.edu/academics/majors/marketing/) major.

ADMISSION REQUIREMENTS 2022-2023

The Admission Requirements above will be the same for the 2022-2023 Academic Year.

Major Code: 2163

Click here to view the Suggested Plan of Study (p. 5)

Marketing Program Requirements

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (http://registrar.wvu.edu/gef/)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

| General Education Foundations |  
|-------------------------------|---
| F1 - Composition & Rhetoric | 3-6
| & ENGL 101 | Introduction to Composition and Rhetoric
| & ENGL 102 | and Composition, Rhetoric, and Research
| or ENGL 103 | Accelerated Academic Writing
| F2A/F2B - Science & Technology | 4-6
| F3 - Math & Quantitative Reasoning | 3-4
| F4 - Society & Connections | 3
| F5 - Human Inquiry & the Past | 3
| F6 - The Arts & Creativity | 3
| F7 - Global Studies & Diversity | 3
| F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree) | 9
| Total Hours | 31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

To qualify for the degree of Bachelor of Science in Business Administration, Marketing, students must meet the following criteria:

- Complete a minimum of 120 credit hours.
- Possess a minimum overall GPA of 2.0.
- Possess a GPA of 2.0 for all major courses, calculated using all attempted GPA hours unless excluded by the D/F repeat policy.
- The John Chambers College of Business and Economics accepts all baccalaureate transferable course work completed at public and private colleges in West Virginia and other regionally accredited institutions. Since the College is AACSB accredited, upper-division courses (courses equivalent to 300/400 level at WVU) must be evaluated by the Dean or designee before they may count toward business core, major core and major restricted electives in the Bachelor of Science in Business Administration or Bachelor of Science in Economics program.

| University Requirements | 34
| Program Requirements | 23
| Business Core Requirements | 33
| Marketing Major Requirements | 30
| Total Hours | 120

University Requirements

| GEF 2, 5, 6, and 7 | 13
| BCOR 191 | First-Year Seminar | 1
Program Requirements

ACCT 201  Principles of Accounting 1 (Minimum grade of C-)  3
BCOR 121  Introduction to Business Applications (Minimum grade of C-)  2
ECON 201  Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 8)  3
ECON 202  Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 8)  3
Select one of the following (Minimum Grade of C-; may fulfill GEF 1):  3-6
  ENGL 101  Introduction to Composition and Rhetoric
  & ENGL 102  and Composition, Rhetoric, and Research
  ENGL 103  Accelerated Academic Writing
Select one of the following (Minimum grade of C-; may fulfill GEF 8):  3
  ECON 225  Elementary Business and Economics Statistics
  STAT 211  Elementary Statistical Inference
Select one of the following; minimum grade of C- in MATH 150 or D- in MATH 154 or higher; (may fulfill GEF 3):  3-8
  MATH 124  Algebra with Applications
  & MATH 150  and Applied Calculus
  MATH 129  Pre-Calculus Mathematics
  & MATH 155  and Calculus 1
  MATH 150  Applied Calculus
  MATH 153  Calculus 1a with Precalculus
  & MATH 154  and Calculus 1b with Precalculus
  MATH 155  Calculus 1

Business Core Requirements

BCOR 199  Introduction to Business  3
BCOR 299  Business Communication (Fulfills Writing and Communication Skills Requirement)  3
BCOR 320  Legal Environment of Business  3
BCOR 330  Information Systems and Technology  3
BCOR 340  Principles of Finance  3
BCOR 350  Principles of Marketing (minimum grade of C-)  3
BCOR 360  Supply Chain Management  3
BCOR 370  Principles of Management  3
BCOR 380  Business Ethics  3
BCOR 460  Contemporary Business Strategy  3
Select one of the following (may fulfill GEF 4):  3
  PSYC 101  Introduction to Psychology
  SOC 101  Introduction to Sociology

Marketing Major Requirements

Possess a minimum GPA of 2.0 for all major courses calculated using all attempted GPA hours unless excluded by the D/F repeat policy.

MKTG 315  Buyer Behavior  3
MKTG 325  Marketing Research  3
MKTG 330  Distribution Channels  3
MKTG 350  Product and Brand Management  3
MKTG 415  Customer Relationship Marketing  3
MKTG 485  Global Marketing  3
  or MKTG 440  Export Management  3
Area of Emphasis * 

Total Hours 30

* Students may opt to complete 12 additional hours of 300/400 level MKTG coursework for instances where an Area of Emphasis cannot be achieved.

** MKTG 491, Professional Field Experience, may be used to fulfill marketing elective credit. A maximum of three credit hours of professional field experience may be counted.

Suggested Plan of Study

All Marketing Majors are required to take MKTG 315 Buyer Behavior, MKTG 325 Marketing Research, MKTG 330 Distribution Channels, MKTG 350 Product and Brand Management, and MKTG 485 Global Marketing

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tr>
<td>BCOR 199</td>
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<td>BCOR 191</td>
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<td>Select one of the following:</td>
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<td>MATH 124</td>
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Second Year

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<td>BCOR 299</td>
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<td>ECON 225 (GEF 8)</td>
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<td>BCOR 320</td>
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<td>ENGL 102 (GEF 1)</td>
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<td>BCOR 330</td>
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<td>BCOR 350</td>
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<td>BCOR 370</td>
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Third Year

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<tr>
<td>BCOR 340</td>
<td>3</td>
<td>BCOR 380</td>
<td>3</td>
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<td>BCOR 360</td>
<td>3</td>
<td>MKTG 325</td>
<td>3</td>
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<tr>
<td>MKTG 315</td>
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<td>MKTG 350</td>
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<td>MKTG 330</td>
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<td>Minor or General Electives</td>
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Fourth Year

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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MKTG 415</td>
<td>3</td>
<td>BCOR 460</td>
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<td>Area of Emphasis Courses</td>
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<td>MKTG 485 or 440</td>
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<td>Area of Emphasis Course</td>
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<tr>
<td></td>
<td>15</td>
<td>Minor or General Electives</td>
<td>6</td>
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</table>

Total credit hours: 120
Areas of Emphasis Offered:

- Digital Marketing Promotions (p. 6)
- Professional Sales (p. 6)
- Start Up/High Tech Marketing (p. 6)

### DIGITAL MARKETING PROMOTIONS AREA OF EMPHASIS

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>MKTG 380</td>
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<td>MKTG 389</td>
<td>Online Analytics</td>
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<td>MKTG 474</td>
<td>Integrated Promotions Campaign</td>
<td>3</td>
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<tr>
<td>MKTG 475</td>
<td>Social Media and Marketing</td>
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<td>12</td>
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### PROFESSIONAL SALES AREA OF EMPHASIS

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<tr>
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<tr>
<td>MKTG 321</td>
<td>Professional Selling 2</td>
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</tr>
<tr>
<td>MKTG 345</td>
<td>Selling with Digital Media</td>
<td>3</td>
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<tr>
<td>MKTG 420</td>
<td>Sales Management</td>
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### START UP/HIGH TECH MARKETING AREA OF EMPHASIS

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<tr>
<td>MKTG 435</td>
<td>Artificial Intelligence and Its Application in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>Start Up Marketing Promotions</td>
<td>3</td>
</tr>
<tr>
<td>DSGN 270</td>
<td>Product Design Foundations</td>
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<tr>
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**Major Learning Outcomes**

**MARKETING**

The overall goal of the undergraduate marketing program at the College of Business and Economics is to provide students with a rigorous education that prepares them for successful careers as professional marketing executives in industry, and for further graduate studies. More specifically, the marketing program has the following Learning Goals:

- Students will develop an understanding of the strategic marketing management planning process, and be able to integrate the various facets of marketing and apply these concepts to marketing decisions and the development of marketing plans.
- Students will demonstrate quantitative marketing techniques and be able to conduct, analyze and interpret marketing research.
- Students will be able to describe the major types of consumer buying behavior, the stages in the buyer decision process and how the firms’ marketing strategy and marketing mix must evolve and adapt to match consumer behavior.
- Students will be able to describe major bases for segmenting consumer and business markets; define and be able to apply the concepts of market segmentation, target marketing, and market positioning to a marketing situation.
- Students will be able to demonstrate the ability to develop marketing strategies based on product, price, place and promotion objectives.
- Students will be able to evaluate and assess the legal, ethical and social responsibility ramifications of marketing actions and decisions.
- Students will be able to demonstrate an understanding of global marketing and how to adapt domestic marketing programs to the global market.

**COURSES**

**MKTG 315. Buyer Behavior. 3 Hours.**

PR: BCOR 350 with a minimum grade of C-. The buyer decision process in a marketing framework. Emphasis on psychological and sociological concepts which influence the decision process.

**MKTG 320. Personal Selling 1. 3 Hours.**

PR: BCOR 350 with a minimum grade of C-. Deals with interpersonal communication, influencing, and persuasion processes designed to satisfy customer and company needs; stresses the structure of sound sales presentations through lectures, persuasive presentations, and appraisal and correction of common selling errors.
MKTG 321. Professional Selling. 3 Hours.
PR: MKTG 320 with a minimum grade of C-. Advanced instruction and skills development in interpersonal communication, prospecting, negotiation, and team selling. Preparation for excellence in the areas of career management and personal productivity.

MKTG 325. Marketing Research. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. Scientific approach to the solution of marketing problems with emphasis on research methods and techniques.

MKTG 330. Distribution Channels. 3 Hours.
PR: BCOR 350 with a grade of C- or higher. Management of channel systems with emphasis on retail distribution, channel choice, strategies, control, and optimization within the context of role, power, conflict, and communications.

MKTG 345. Selling with Digital Media. 3 Hours.
PR: BCOR 350 with a grade of C- or higher. Exploration of how emerging forms of digital media such as social networking, and/or blogs can advance or hinder personal selling and marketing in the 21st century.

MKTG 350. Product and Price Policies. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. Deals with the company’s product offering as economic and marketing variables influencing product’s price; stress on determination of product and price objectives, planning, implementation, and evaluation of results.

MKTG 380. Integrated Promotions. 3 Hours.
PR: BCOR 350 with a grade of C- or higher. Marketing promotions can dramatically influence the relative success of firms and their brands. As such, we seek to understand the processes and approaches that organizations use in developing and sustaining effective promotional strategies.

MKTG 389. Online Analytics. 3 Hours.
PR or CONC: BCOR 350 with a minimum grade of C-. Basic marketing and statistical concepts relating to online marketing tools/platforms such as websites, email marketing, search engine marketing and social media. Students will be able to evaluate and use a diverse range of online platforms.

MKTG 410. Retail Management. 3 Hours.
PR: BCOR 350 and MKTG 315 with a grade of C- or higher in each. The organization and operating environment of retail firms. Special emphasis placed on consumer market segmentation and the marketing variables of merchandise mix, effective pricing, store location, and communication with suppliers and consumers.

MKTG 415. Customer Relationship Marketing. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. An overview of customer relationship marketing (CRM) and CRM software and strategies to improve marketing effectiveness and efficiency covering one-on-one marketing, customer relationships, and managing internal and external quality to maximize customer satisfaction and firm profitability. Significant attention will be given the developing ethical and legal strategies. No technological background presumed.

MKTG 420. Sales Management. 3 Hours.
PR: MKTG 320 with a grade of C- or higher. Concentrates on the managerial responsibilities of sales manager for directing, motivating, and controlling a sales force plus the techniques of selling, including objections and closing.

MKTG 425. Environmental and Social Issues in Marketing. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. Explores current environmental strategies focusing on reaching organizational goals and sustainable performance through marketing theory and practice.

MKTG 426. Sustainability Strategy. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. Using simulations and current theory, students will gain hands-on experience that will allow them to better understand the complexity of sustainable strategies and meeting stakeholder needs.

MKTG 435. Artificial Intelligence and Its Application in Marketing. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. This course provides an overview of artificial intelligence (AI) and how marketers utilize AI technologies to improve marketing effectiveness and efficiency. This course covers the role of facial recognition, machine learning and natural language processing in marketing. It is team taught with an outside practitioner; does not presume a technological background. Students will focus on the managerial implications of AI.

MKTG 440. Export Management. 3 Hours.
PR: BCOR 350 with a minimum grade of C-. Student teams work directly with participating companies to develop export business plans for specific products and specific countries.

MKTG 445. Start Up Marketing Promotions. 3 Hours.
PR: BCOR 350 and MKTG 315 and MKTG 350 with a minimum grade of C- in all. This is a 100% project-based experiential learning class that focuses on helping start-up companies with their marketing promotion campaigns. Students will work in small groups and work closely with owners of start-up companies to research, design, and implement promotion campaigns. This class covers new product introduction, customer generation, social media campaigns, and presentation to potential investors.

MKTG 450. Practicum in Marketing. 3 Hours.
PR: MKTG 325. This is an experiential course that requires using sustainability principles and/or social media principles to solve marketing problems for organizations.
MKTG 470. Marketing Management. 3 Hours.  
PR: MKTG 325 with a minimum grade of C-. Simulation, through live and written case study, should sharpen skills as the student makes analytical evaluations of marketing problems.

MKTG 474. Integrated Promotions Campaign. 3 Hours.  
PR: MKTG 380 and PR or CONC: MKTG 389 and MKTG 475 with a minimum grade of C- in all. Students will work in teams to prepare a complete advertising/marketing and IMC recommendation for a real company with a defined marketing/integrated promotions need. The emphasis will be on developing sound strategies and rationales, solid creative and multiple media executions and professional quality work.

MKTG 475. Social Media and Marketing. 3 Hours.  
PR: BCOR 350 with a minimum grade of C-. Students will explore and learn how to integrate these social media platforms into product and organization marketing efforts.

MKTG 480. Services Marketing. 3 Hours.  
PR: BCOR 350 with a minimum grade of C-. Services marketing gives students an appreciation of the challenges of marketing and managing services and strategies for addressing these challenges. The course features a combination of lectures, in-class exercises and projects (including class presentations).

MKTG 485. Global Marketing. 3 Hours.  
PR: BCOR 350 with a minimum grade of C-. Evaluation and analysis of marketing strategies in a global environment, examination of the relationship between international buyer behavior and the elements of the marketing mix.

MKTG 490. Teaching Practicum. 1-3 Hours.  
PR: Consent. Teaching practice as a tutor or assistant.

MKTG 491. Professional Field Experience. 1-18 Hours.  
PR: Consent. (May be repeated up to a maximum of 6 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

MKTG 493. Special Topics. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

MKTG 494. Seminar. 1-3 Hours.  
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

MKTG 495. Independent Study. 1-6 Hours.  
Faculty supervised study of topics not available through regular course offerings.

MKTG 496. Senior Thesis. 1-3 Hours.  
PR: Consent.

MKTG 498. Honors. 1-3 Hours.  
PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.