MARKETING, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN PERSONAL SELLING AND BUSINESS MARKETING

The major in marketing gives students a broad working knowledge of contemporary marketing philosophy and practice. The concentration in personal selling and business marketing gives students a focus on personal selling strategies in the consumer and business-to-business marketplace. Judicious selection of courses will also allow students to tailor their program of study to their individual backgrounds, interests and career aspirations. The courses in the major provide a mix of educational approaches, including lecture and discussion, case problems, and in-field experience. Graduates of this program will find career opportunities in marketing management, advertising, sales, marketing research, public relations, retailing and other areas of business.

Learning goals

The goal of the marketing curriculum is to provide students with a broad working knowledge of contemporary marketing philosophy and practice.

Learning outcomes

Upon completing this program, students will know and know how to do the following:

1. Formulate the problem or problems that organizations face
2. Apply appropriate research design, sampling and data analysis
3. Know the elements of the buyer behavior model and apply it to marketing decisions
4. Analyze a situation that reflects basic understanding of the global business environment and apply fundamental marketing concepts, tools and strategies in the international marketplace

Special requirements

The foundation program specifies course work required during the freshman and sophomore years. Students are eligible for admission into the advanced business program with a major in the School of Business upon meeting the minimum cumulative GPA requirement and successful completion of:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>A minimum of 54 credits in the foundation program</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>ACCT 203 &amp; ACCT 204</td>
<td>Introduction to Accounting I and Introduction to Accounting II</td>
<td>6</td>
</tr>
<tr>
<td>BUSN 201</td>
<td>Foundations of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 225</td>
<td>Winning Presentations</td>
<td>3</td>
</tr>
<tr>
<td>ECON 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 211</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 160</td>
<td>Digital Literacy: Computer Concepts, Internet, Digital Devices</td>
<td>1</td>
</tr>
<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>INFO 166</td>
<td>Digital Literacy: Database Skills</td>
<td>1</td>
</tr>
</tbody>
</table>

The admission requirements for the School of Business (http://bulletin.vcu.edu/undergraduate/business/undergraduate-informationacademic-policies) detail the deadlines for students to be admitted to the advanced business program with a major in the school. At least 30 hours of the required business courses for the Bachelor of Science must be taken at VCU.

All baccalaureate degree programs in the School of Business require successful completion of the business knowledge exam as administered in BUSN 499.

Students may need to take additional mathematics courses as prerequisites to SCMA 212 or MATH 200. These credits will count as electives in the foundation program. The sample curriculum outline includes SCMA 171 since many of our students will need to complete this course.

The INFO 160, INFO 161, and INFO 162 requirements may be waived upon successful completion of a Knowledge Equivalency Test administered by the Office of Undergraduate Studies. No more than two additional credits may be applied to the degree from the INFO 16x series.

No more than four credits in physical education courses may be applied to the degree.

INTL 493 may not be counted toward a business degree.

Credit for SPCH 121 or SPCH 321 will substitute for BUSN 225, and no more than three credits of these courses may be applied toward a business degree. Credit for STAT 210 or STAT 212 will substitute for SCMA 301. Students who earned a minimum grade of B in ECON 203 at VCU may substitute that credit for ECON 210.

Degree requirements for Marketing, Bachelor of Science (B.S.) with a concentration in personal selling and business marketing

Business foundation (60 credits minimum) 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203 &amp; ACCT 204</td>
<td>Introduction to Accounting I and Introduction to Accounting II</td>
<td>6</td>
</tr>
<tr>
<td>BUSN 201</td>
<td>Foundations of Business</td>
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<tr>
<td>BUSN 225</td>
<td>Winning Presentations</td>
<td>3</td>
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<td>ECON 210</td>
<td>Principles of Microeconomics</td>
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</tr>
<tr>
<td>ECON 211</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 160</td>
<td>Digital Literacy: Computer Concepts, Internet, Digital Devices</td>
<td>1</td>
</tr>
<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>INFO 166</td>
<td>Digital Literacy: Database Skills</td>
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</tr>
</tbody>
</table>

General Education requirements (34 credits minimum) 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIV 111 Play course video for Focused Inquiry I</td>
<td>Focused Inquiry I</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 112 Play course video for Focused Inquiry II</td>
<td>Focused Inquiry II</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Inquiry and the Craft of Argument</td>
<td>3</td>
</tr>
</tbody>
</table>

1 Approved humanities/fine arts
Approved natural/physical sciences 3-4
Approved quantitative literacy: 3-4

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCMA 212</td>
<td>Differential Calculus and Optimization for Business or MATH 200 Calculus with Analytic Geometry</td>
<td>3-4</td>
</tr>
</tbody>
</table>

Approved social/behavioral sciences 3-4

Total Hours 21-24

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 210</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 211</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 160</td>
<td>Digital Literacy: Computer Concepts, Internet, Digital Devices</td>
<td>1</td>
</tr>
<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>INFO 166</td>
<td>Digital Literacy: Database Skills</td>
<td>1</td>
</tr>
</tbody>
</table>

Approved marketing electives 9

Total Hours 60

Total minimum requirement 120 credits

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<td>ECON 210</td>
<td>Principles of Microeconomics</td>
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<tr>
<td>ECON 211</td>
<td>Principles of Macroeconomics</td>
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<tr>
<td>INFO 161</td>
<td>Digital Literacy: Word Processing Skills</td>
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<tr>
<td>INFO 162</td>
<td>Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>INFO 166</td>
<td>Digital Literacy: Database Skills</td>
<td>1</td>
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</table>

Business general education elective (Select credits from the approved list.) 3

Total Hours 13

Additional Business Foundation requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ACCT 203</td>
<td>Introduction to Accounting I</td>
<td>6</td>
</tr>
<tr>
<td>&amp; ACCT 204</td>
<td>Introduction to Accounting II</td>
<td></td>
</tr>
<tr>
<td>BUSN 201</td>
<td>Foundations of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 225</td>
<td>Winning Presentations</td>
<td>3</td>
</tr>
<tr>
<td>Open electives</td>
<td></td>
<td>11-14</td>
</tr>
</tbody>
</table>

Total Hours 23-26

1 Students may complete additional course work (if needed) in electives to total 60 credit hours in business foundation.

2 Students who receive waivers to these required courses must complete additional business general education electives to reach the 34-credit minimum.

Advanced business program (60 credits minimum)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 325</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 499</td>
<td>Business Knowledge Exam</td>
<td>0</td>
</tr>
<tr>
<td>FIRE 311</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 303</td>
<td>Creativity and Ideation</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 310</td>
<td>Managing People in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 434</td>
<td>Strategic Management (capstone)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 301</td>
<td>Business Statistics I</td>
<td>3</td>
</tr>
</tbody>
</table>

Major requirements

Advanced core (flexible by major)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 323</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>INFO 360</td>
<td>Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 310</td>
<td>Information for Marketing Decisions</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 335</td>
<td>Introduction to Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>SCMA 320</td>
<td>Production/Operations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Major-specific courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 302</td>
<td>Marketing Problems</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 315</td>
<td>Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG/INTL 320</td>
<td>International Marketing</td>
<td>3</td>
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</tbody>
</table>

Select two of the following: 6

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 325</td>
<td>Business-to-business Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 340</td>
<td>Retail Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 435</td>
<td>Selling in the Business Marketplace</td>
<td></td>
</tr>
<tr>
<td>SCMA 386</td>
<td>Global Supply Chain Management</td>
<td></td>
</tr>
</tbody>
</table>

Approved marketing electives 9

Total Hours 60

Marketing electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 325</td>
<td>Business-to-business Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 340</td>
<td>Retail Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 430</td>
<td>Experiential Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 435</td>
<td>Selling in the Business Marketplace</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 442</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>Nonprofit Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 448</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 450</td>
<td>Product Development and Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 470</td>
<td>Field Project in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 475</td>
<td>Honors Seminar in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 491</td>
<td>Topics in Marketing (variable; no more than six credits)</td>
<td>1-3</td>
</tr>
<tr>
<td>MKTG 492</td>
<td>Independent Study in Marketing</td>
<td>1-3</td>
</tr>
</tbody>
</table>

Students may select up to six credits from the following (each course should be worth three credits): 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 306</td>
<td>Cost Accounting</td>
<td></td>
</tr>
</tbody>
</table>

1 Students may select up to six credits from the following (each course should be worth three credits): 1
## Marketing, Bachelor of Science (B.S.) with a concentration in personal selling and business marketing

Students must complete prerequisites for these courses as specified in the course description.

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

### Freshman year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFO 160 Digital Literacy: Computer Concepts, Internet, Digital Devices</td>
<td>1</td>
</tr>
<tr>
<td>INFO 162 Digital Literacy: Spreadsheets Skills I</td>
<td>1</td>
</tr>
<tr>
<td>SCMA 171 Mathematical Applications for Business (or other business general education elective)</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 101 Introduction to the University (satisfies open elective)</td>
<td>1</td>
</tr>
<tr>
<td>UNIV 111 Focused Inquiry I Play course video for Focused Inquiry I</td>
<td>3</td>
</tr>
<tr>
<td>University Core Education Curriculum approved courses</td>
<td>6</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 225 Winning Presentations</td>
<td>3</td>
</tr>
<tr>
<td>INFO 161 Digital Literacy: Word Processing Skills</td>
<td>1</td>
</tr>
<tr>
<td>INFO 166 Digital Literacy: Database Skills</td>
<td>1</td>
</tr>
<tr>
<td><strong>SCMA 212</strong> Differential Calculus and Optimization for Business</td>
<td>3</td>
</tr>
<tr>
<td><strong>UNIV 112</strong> Focused Inquiry II</td>
<td></td>
</tr>
<tr>
<td><strong>ECON 301</strong> Microeconomic Theory</td>
<td>3</td>
</tr>
<tr>
<td><strong>ECON 303</strong> Managerial Economics</td>
<td>3</td>
</tr>
<tr>
<td><strong>ECON 307</strong> Money and Banking</td>
<td>3</td>
</tr>
<tr>
<td><strong>BUSN 400</strong> Principles of Consulting</td>
<td></td>
</tr>
<tr>
<td><strong>BUSN 401</strong> International Consulting Practicum</td>
<td>3</td>
</tr>
<tr>
<td><strong>INFO 361</strong> Systems Analysis and Design</td>
<td>3</td>
</tr>
<tr>
<td><strong>INFO 364</strong> Database Systems</td>
<td>3</td>
</tr>
<tr>
<td><strong>INNO 460</strong> Product Innovation: da Vinci Project</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT 321</strong> Survey of Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT 389</strong> Managerial Skills Development</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT/INTL 418</strong> International Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT/INTL 419</strong> Doing Business in Europe</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT 491</strong> Topics in Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 301</strong> Business Statistics I</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 303</strong> Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 305</strong> Introduction to Project Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 386</strong> Global Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

### Sophomore year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACCT 203</strong> Introduction to Accounting I</td>
<td>3</td>
</tr>
<tr>
<td><strong>BUSN 201</strong> Foundations of Business</td>
<td>3</td>
</tr>
<tr>
<td><strong>ECON 210</strong> Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td><strong>UNIV 200</strong> Inquiry and the Craft of Argument</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 212</strong> Differential Calculus and Optimization for Business</td>
<td>3</td>
</tr>
<tr>
<td><strong>UNIV 112</strong> Focused Inquiry II</td>
<td></td>
</tr>
<tr>
<td><strong>SCMA 301</strong> Business Statistics I</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 305</strong> Introduction to Project Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 386</strong> Global Supply Chain Management</td>
<td>3</td>
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</table>

### Junior year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRE 311</strong> Financial Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT 303</strong> Creativity and Ideation</td>
<td>3</td>
</tr>
<tr>
<td><strong>MKTG 315</strong> Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td><strong>MKTG 335</strong> Introduction to Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td><strong>Approved marketing elective</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRE 311</strong> Financial Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT 303</strong> Creativity and Ideation</td>
<td>3</td>
</tr>
<tr>
<td><strong>MKTG 315</strong> Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td><strong>MKTG 335</strong> Introduction to Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td><strong>Approved marketing elective</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Term Hours:</strong></td>
<td><strong>15</strong></td>
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</tbody>
</table>

### Senior year

<table>
<thead>
<tr>
<th>Fall semester</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSN 325</strong> Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td><strong>INFO 360</strong> Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td><strong>MGMT 310</strong> Managing People in Organizations</td>
<td>3</td>
</tr>
<tr>
<td><strong>MKTG 302</strong> Social Media Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>MKTG 310</strong> Information for Marketing Decisions</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 320</strong> Production/Operations Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 386</strong> Global Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 386</strong> Global Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 402</strong> Impact of Technology on Business</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 400</strong> Retail Management</td>
<td>3</td>
</tr>
<tr>
<td><strong>SCMA 435</strong> Business-to-business Marketing</td>
<td>3</td>
</tr>
<tr>
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<td>3</td>
</tr>
<tr>
<td><strong>SCMA 435</strong> Business-to-business Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

1. Students must complete prerequisites for these courses as specified in the course description.
MKTG 301. Marketing Principles. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course is restricted to students who have completed at least 26 credit hours (sophomore standing). An introduction to the activities, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

MKTG 302. Marketing Problems. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). A case course requiring the senior marketing student to apply their knowledge in solving marketing managerial problems. Marketing majors should take this course in the semester immediately following the term in which they complete MKTG 301.

MKTG 310. Information for Marketing Decisions. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301; and MGMT 301, STAT 210, or STAT 212. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students receive an overview of the marketing research process. The course includes coverage of primary research, secondary data sources and marketing information systems. Students learn to apply research findings to marketing decisions.

MKTG 315. Buyer Behavior. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Study of the relevant psychological, sociological and anthropological variables that shape buyers’ activities and motivations in household and organizational decision-making. Throughout the course, students consider the issue of why consumers behave as they do in the marketplace and the nature of their choices as individual, family and institutional buyers.

MKTG 320. International Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Designed to help students develop an understanding of international marketing policies and the differences among foreign marketing environments. Students compare and contrast domestic and international marketing and examine recent changes in the international marketing environment. Crosslisted as: INTL 320.

MKTG 325. Business-to-business Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301 and junior standing. This course focuses on strategy development for marketers whose customers include other businesses, the government and/or institutions. It explores the buying behavior of these organizations and highlights how the product development and management processes for such customers differ from the processes used for consumer marketing.

MKTG 330. Integrated Marketing Communications. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). An overview of the steps required to develop an integrated marketing communications campaign. Topics include advertising, public relations, sales promotion, personal selling and direct marketing. Special emphasis is placed on the role of new technologies and interactive media.

MKTG 335. Introduction to Personal Selling. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Examines the fundamental nature of personal selling in the promotion mix, including the sales process and the techniques used in performing the selling function. Explains the diverse decisions and activities necessary to manage the outside sales force efficiently and effectively to achieve the organization’s overall goals.

MKTG 340. Retail Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). A comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. Students learn to evaluate retail firms and to identify their strengths and weaknesses.

MKTG 430. Experiential Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301, MKTG 330 and junior standing. This course will introduce the student to topics and strategies involving brand experiences and experiential marketing tactics. Students will explore experiential marketing, a marketing strategy designed to cultivate positive brand-consumer experience through products, communication and staged brand experiences. Additional concepts to be examined include brand strategy, marketing and the five senses, event marketing, mobile marketing, ambush marketing, guerilla marketing, venues and sponsorships, sampling, premiums, technology, social media, and data collection.

MKTG 435. Selling in the Business Marketplace. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301, MKTG 335 and junior standing. This course focuses on selling strategy and tactics for sales managers and field sales representatives whose customers include other businesses, government and/or institutions. Areas of concentration include preparing for, and conducting, effective business-to-business sales calls, including prospecting, scheduling customer sales meetings, needs identification, presentation and securing new business.

**Approved marketing electives**
- SCMA 386 or MKTG 325 or MKTG 340 or MKTG 435
- MKTG 301 and junior standing
- Examines the fundamental nature of personal selling in the promotion mix, including the sales process and the techniques used in performing the selling function. Explains the diverse decisions and activities necessary to manage the outside sales force efficiently and effectively to achieve the organization’s overall goals.

**Total minimum requirement 120 credits**

**MKTG 301. Marketing Principles. 3 Hours.**
Semester course; 3 lecture hours. 3 credits. This course is restricted to students who have completed at least 26 credit hours (sophomore standing). An introduction to the activities, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

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MKTG 442. Services Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students develop both a theoretical and practical understanding of "the service product," including the role of customer service in retail and industrial settings. Students learn techniques for analyzing and improving service system design. Students develop an understanding of "quality" as it relates to service products, and they exercise a number of approaches for assessing and improving perceived service quality.

MKTG 445. Nonprofit Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Examines the relationship between marketing and organizational success in the nonprofit sector, as well as the impact of nonprofit organizations on local, national and global economies. Through real-world applications, students learn to combine marketing strategies and tactics with civic engagement, community service and corporate social responsibility. Students must complete a minimum of 20 service-learning hours with the nonprofit organization that is the focus of the course.

MKTG 448. Digital Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301 and MKTG 330. This course is restricted to students who have completed at least 54 credit hours (junior standing). Examines Internet marketing as a necessary ingredient to successful worldwide marketing strategy. Students analyze markets using Web-based techniques for market evaluation, competitive analysis, market comparison and selection. Discussion includes comparison of e-business versus traditional business perspectives on marketing strategies and tactics. Crosslisted as: INTL 448.

MKTG 450. Product Development and Management. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Study of the role of marketing in developing and managing products. Essential concepts include the use of project teams for product development and the application of a new product development process. Topics include innovation, technology, listening to the voice of the customer, product design, branding, positioning and product life-cycle management.

MKTG 470. Field Project in Marketing. 3 Hours.
Semester course; 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students take part in a real-world project under faculty supervision, with the topic announced in advance. Examples include conducting a marketing research project, creating an advertising campaign, writing a marketing case study about an existing business and developing a marketing plan.

MKTG 475. Honors Seminar in Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301 and permission of department chair. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students conduct research about major firms in the Richmond region. Chief marketing officers of these firms teach students about current marketing issues and evaluate the students' projects.

MKTG 491. Topics in Marketing. 1-3 Hours.
Semester course; variable hours. Variable credit, with a maximum total of 3 credits per course. For marketing majors, a maximum total of 6 credits for all topics courses. Prerequisite: MKTG 301. An in-depth study of a selected business topic, to be announced in advance.

MKTG 492. Independent Study in Marketing. 1-3 Hours.
Semester course; 1-3 credits. For marketing majors, a maximum total of 3 credits for all MKTG 492 courses. Prerequisites: MKTG 301, junior standing and permission of adviser and department chair prior to course registration. Intensive study or research under supervision of a faculty member in an area not covered in depth or contained in the regular curriculum.

MKTG 493. Internship in Marketing. 3 Hours.
Semester course; 3 credits. Prerequisites: senior standing in the major offering the internship and permission of the department chair. Intention to enroll must be indicated to the instructor prior to or during advance registration for semester of credit. Involves students in a meaningful experience in a setting appropriate to the major. Graded as pass/fail at the option of the department.