

MARKETING (MKTG)

MKTG 222. Marketing and Society. 3 Hours.

Semester course; 3 lecture hours (delivered online). 3 credits. Ethical issues abound in marketing and business. Creative marketing tools (e.g., product innovation, social media, advertising or multicultural marketing campaigns) can benefit society and influence behaviors to improve well-being, social justice, the environment and individual ethics. But marketing and consumption have a dark side. This course explores ethical decision-making and frameworks; consumerism; legal and regulatory issues; harmful or controversial products; social marketing; corporate social responsibility; and how marketing and business can contribute to a better world.

MKTG 301. Marketing Principles. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Enrollment 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 and Brand Strategy. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). Students gain knowledge of and exposure to marketing managerial and brand strategy issues. Marketing majors should take this course in the semester immediately following the term in which they complete MKTG 301.

MKTG 310. Marketing Research. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisites: MKTG 301; and SCMA 301*, STAT 210 or STAT 212. Enrollment 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.

*Formerly MGMT 301.

MKTG 315. Buyer Behavior. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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 (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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 (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment is restricted to students who have completed at least 54 credit hours (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 (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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. Professional Selling I: The Art of Persuasion. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Enrollment is restricted to students who have completed at least 26 credit hours (sophomore standing). Selling and persuasion are fundamental not only to business, but to everyday life. Indeed, individuals are called upon to sell all the time – whether it is an idea, product, service or point of view. Students will learn about selling and how to sell effectively. Although focused on selling in a business environment, concepts discussed will add value to interpersonal communication skills in general.

MKTG 336. Content Marketing. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301 or MKTG 335. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). Covers strategic use of content to attract new customers and retain current customers. Provides experience identifying and analyzing an audience; planning targeted content to achieve set business objectives; and creating, implementing and monitoring the effectiveness of a content marketing strategy.

MKTG 340. Retail Management. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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 345. Personal Branding and Influencer Marketing. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301 or MKTG 335. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). Throughout history, influential individuals have shaped thought and behavior in politics, religion, business, even interpersonal relationships. With digital media, social influence has expanded beyond traditional authority figures. Modern influencers include subject-matter experts (from scientists to non-credentialed bloggers), social media stars, and live streamers. In this course, students learn not only how to work with influencers – including identifying, analyzing, approaching, managing and measuring them – but also how to build a personal brand and apply the principles of influence, whether for themselves or others.

MKTG 350. Customer and Marketing Analytics. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301 with a minimum grade of C. Introduces tools to gain insights into customer interactions with brands, advertising, digital or social media marketing, and shopping or purchase contexts. Reviews data structure, analysis, synthesis and presentation techniques that aid marketing decision-making.

MKTG 360. Social Media Research. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 310. Enrollment is restricted to students who have completed a minimum of 26 credit hours (sophomore standing). Observational techniques and analyses of social media texts and visuals provides marketers with insights on brand sentiment, the customer journey and competitor intelligence. Social media research can tell marketers why consumers engage in certain behaviors, make certain decisions and communicate about brands in different communities.

MKTG 430. Experiential Marketing. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisites: MKTG 301. Enrollment is restricted to students who have completed at least 54 credit hours (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. Professional Selling II: Advanced Sales Techniques. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 335. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). Focuses on applying and practicing selling skills, applying emerging sales technologies and analytics, and developing strategies and tactics for sales managers and field sales representatives.

MKTG 436. Sales Enablement and Analytics. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301 or MKTG 335. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). Organizations now have an influx of data which, when used effectively, can derive actionable insights for both the sales organization and their clients. Today's sales leaders must systematically increase their sophistication in leveraging data, tools and domain expertise to provide customized insights, consulting and guidance to their strategic customers. This course explores the tools and technologies which enable data-driven decisions. Asking the right questions and using the appropriate tools and technologies permits sales representatives and managers to create value for their clients, ultimately increasing customer satisfaction and the likelihood of long-term client retention.

MKTG 440. Contemporary Pricing. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment is restricted to students who have completed at least 26 credit hours (sophomore standing). This course explores contemporary pricing issues in marketing. Topics covered include core concepts of price, including understanding what price is; determinants of price, including cost, demand, value, and other internal firm and external marketing factors; and customer/organizational responses to prices. Also examined is how price is integrated into product, place and promotion decisions.

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 (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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 (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment is restricted to students who have completed a minimum of 54 credit hours (junior standing). Examines social media, mobile and Internet marketing as necessary ingredients to successful marketing strategy. Analyzes and applies digital techniques for market evaluation, consumer and competitive analysis, market comparison and selection, and effective marketing communication design and delivery. Crosslisted as: INTL 448.

MKTG 450. Product Development and Management. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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 field experience hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: MKTG 301. Enrollment 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 (delivered online, face-to-face or hybrid). 3 credits. Prerequisites: MKTG 301 and permission of department chair. Enrollment 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 485. Professional Sales Internship. 3 Hours.

Semester course; 3 field experience hours. 3 credits. Enrollment is restricted to degree-seeking students who have completed at least 54 credit hours (junior standing) while maintaining a minimum GPA of 2.5. This course provides the framework for the student to document learning experiences from the internship and course work in a personal e-portfolio for career management. This applied learning experience involves short-term placement within a firm, which determines the student's internship responsibilities.

MKTG 491. Topics in Marketing. 1-3 Hours.

Semester course; 1-3 lecture hours (delivered online, face-to-face or hybrid). 1-3 credits. Prerequisite: MKTG 301. For marketing majors, a maximum total of six credits for all topics courses. 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 independent study hours (delivered online, face-to-face or hybrid). 1-3 credits. Prerequisite: MKTG 301. For marketing majors, a maximum total of three credits for all MKTG 492 courses. Enrollment requires 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 field experience hours (delivered online, face-to-face or hybrid). 3 credits. Enrollment is restricted to students with 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.

MKTG 622. Corporate Social Responsibility and Ethics. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Examines corporate social responsibility, ethical decision-making and ethical leadership in business and other organizations from a managerial perspective. Topics include the stakeholder perspective, recognition of ethical issues, application of ethical frameworks to decision-making, and analysis of the consistency between organizational actions and ethical or CSR principles.

MKTG 656. International Marketing. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Concurrent prerequisite: MKTG 671. Orientation to the international market place. Formulation of international marketing strategies for firms participating in global trade. Emphasis on international environment, multinational economic blocs, international competition and development of international marketing strategies.

MKTG 657. Market Planning Project. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Concurrent prerequisite: MKTG 671. This course is a comprehensive real-life, field-based research and strategic planning exercise. Students are matched with an organization that is interested in improving overall performance. Under the supervision of the instructor, the student team develops a global or domestic marketing plan for the client. The team functions as consultants to its assigned company.

MKTG 670. Essentials of Market Planning and Analysis. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Restricted to students enrolled in the Master of Management program. Presents and analyzes buyers and sellers in the marketplace, impact of external forces on marketing, customer-driven strategies and tactics, creation of market-driven competitive advantage, responsible and ethical marketing, Internet and global marketing.

MKTG 671. Marketing Management. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Detailed study of concepts and procedural alternatives in the delineation of the market target, the development and implementation of the marketing mix, and the control and analysis of the total marketing effort.

MKTG 672. Influencing Consumer Behavior. 3 Hours.

Semester course; 3 lecture hours. 3 credits. A study of how consumers think, feel and act throughout the decision process. This course explores consumer behavior theories and practices that are relevant to influencing behavior through effective marketing.

MKTG 673. Marketing Research. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisites: BIOS 543, SCMA 302, SCMA 524, STAT 541 or STAT 543. Concurrent prerequisite: MKTG 671. A discussion of the techniques of marketing research. Special emphasis will be given to marketing problem definition, determination of information needs and current methods of analysis of marketing data.

MKTG 674. Service Quality Management. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Concurrent prerequisites: MKTG 301 or MKTG 671. This course enables marketing students to develop a better understanding of service offerings from both a theoretical and practical perspective. Learning will focus on both private and public-sector service organizations. Students will learn how to analyze the design of service offerings, including operations, environment and people, and make recommendations for improving the offerings. The importance of internal and external customer feedback and continually measuring customer satisfaction/dissatisfaction will be highlighted as an integral part of managing service quality.

MKTG 675. Digital Marketing. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Focuses on the basic digital tools available to marketers. The strategic value of digital marketing to the organization as it relates to the buyer behavior model is explored through lecture, cases, guest speakers and a group project. The group project teams partners with local companies to gain practical experience with digital marketing.

MKTG 676. Social Media Research. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Concurrent prerequisite: MKTG 671. Improves knowledge of tools and skills to analyze social media data with an emphasis on developing insights for marketing research, strategy and communication. Focuses on contemporary social media listening tools and techniques.

MKTG 678. Marketing Analytics. 3 Hours.

Semester course; 3 lecture hours (delivered online, face-to-face or hybrid). 3 credits. Prerequisite: SCMA 524 or STAT 541. Develops and sharpens students' analytical and statistical skills in preparation for advanced marketing decision-making. Analyses and statistical techniques covered include descriptive statistics, cross-tabulation, analysis of variance, regression and cluster analysis applied to marketing phenomena.

MKTG 679. Brand Strategy. 3 Hours.

Semester course; 3 lecture hours. 3 credits. This course will provide students with an understanding of how to formulate strategies for building, leveraging and growing strong brands in an increasingly dynamic and competitive environment. It will address a variety of relevant concepts, including customer and market analysis, brand positioning and brand equity. Students will consider how to design and implement effective brand-building programs and how to measure brand performance. Importantly, the course will emphasize the organizational and individual characteristics necessary for successful strategic brand management.

MKTG 690. Research Seminar in Marketing. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisite: Approval of proposed work is required by graduate studies office in the School of Business. This course is designed to provide research experience for candidates not following the MKTG 798-799 program.

MKTG 691. Topics in Marketing. 1-3 Hours.

Semester course; 1-3 lecture hours. 1, 2 or 3 credits. Study of current topics. Topics may vary from semester to semester.

MKTG 693. Field Project in Marketing. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisite: Approval of proposed work is required by graduate studies office in the School of Business. Students will work under the supervision of a faculty adviser in planning and carrying out a practical research project. A written report of the investigations is required. To be taken at the end of the program.

MKTG 697. Guided Study in Marketing. 1-3 Hours.

Semester course; 3 lecture hours. 1, 2 or 3 credits. Prerequisite: Approval of proposed work is required by graduate studies office in the School of Business. Graduate students wishing to do research on problems in business administration or business education will submit a detailed outline of their problem. They will be assigned reading and will prepare a written report on the problem. To be taken at the end of the program.

MKTG 701. Theory and Its Application in Marketing. 3 Hours.

Semester course; 1 lecture and 2 seminar hours. 3 credits. To help students identify their research interests, the course introduces marketing theories, models and their application in scholarly research.

MKTG 710. Marketing Strategy. 3 Hours.

Semester course; 1 lecture and 2 seminar hours. 3 credits. This course covers a range of strategic marketing management topics with a focus on theory, methods and models.

MKTG 720. Consumer Behavior, Judgement and Decision-making. 3 Hours.

Semester course; 1 lecture and 2 seminar hours. 3 credits. This course provides an interdisciplinary approach to the study of information processing, choice and consumer decision-making while exposing students to behavioral research methodologies.

MKTG 740. Advanced Topics in Marketing. 3 Hours.

Semester course; 3 seminar hours. 3 credits. This seminar emphasizes conceptual and methodological developments in specialized marketing topic areas.

MKTG 797. Doctoral Guided Study in Marketing. 1-3 Hours.

Semester course; 1-3 independent study hours. 1-3 credits. May be repeated for credit to a maximum of nine hours for seminars with different content. Focused inquiry for marketing doctoral students. Note: Students are required to submit a detailed outline of the proposed study topic for approval by the instructor.

MKTG 798. Thesis in Marketing. 6 Hours.

Year course; 6 credits. Graduate students will work under supervision in outlining a graduate thesis and in carrying out the thesis.

MKTG 799. Thesis in Marketing. 6 Hours.

Year course; 6 credits. Graduate students will work under supervision in outlining a graduate thesis and in carrying out the thesis.

MKTG 898. Dissertation Research in Marketing. 1-12 Hours.

Semester course; 1-12 dissertation hours. 1-12 credits. Enrollment is restricted to candidates for the Ph.D. in Business. Research directed toward completion of the requirements for a Ph.D. Graded as S/U/F.