Marketing

Marketing majors discover the interrelationship of marketing with other management tools and prepare themselves for executive/managerial careers involving functional areas such as advertising, channel and product decision-making, pricing, retailing and strategic marketing. College of Business pre-requisites are strictly enforced. Junior standing and compliance with College of Business academic standards are required for all 3000 and above level courses.

Major

- Marketing (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmarketingmktg/marketing_major)

Minor

- Marketing (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmarketingmktg/marketing_minor)

Courses

MKTG 3010 PROFESSIONAL DEVELOPMENT IN MARKETING (1) LEC. 1. SU. Pr. P/C MKTG 3310 or P/C MKTG 3313 or P/C MKTG 3317. Career planning and preparation for employment in the marketing industry.

MKTG 3310/3313 PRINCIPLES OF MARKETING (3) LEC. 3. Pr. (ECON 2020 or ECON 2023 or ECON 2027). Study of functions, institutions, and basic problems in marketing of goods and services in a global economy. Credit will not be given for both MKTG 3310 and MKTG 3810. Junior standing.

MKTG 3317 HONORS PRINCIPLES OF MARKETING (3) LEC. 3. Pr. Honors College. ECON 2027 or ECON 2020. Study of functions, institutions, and basic problems of marketing goods and services in a global economy. Junior standing.

MKTG 4050 MISPLACED MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Management decision making serving consumers’ interests in public policy environment when a marketing perspective is lost, misapplied or abused.

MKTG 4057 HONORS MISPLACED MARKETING (3) LEC. 3. Pr. Honors College. MKTG 3310 or MKTG 3317. Marketing decision making serving consumers’ interests in public policy environment, with case perspectives of when a marketing perspective is lost, misapplied or abused.

MKTG 4310 SPORTS AND ENTERTAINMENT MARKETING (3) LEC. 3. Pr. MKTG 3310. “C” or better in MKTG 3310. Application of marketing theory and practice to the sports and entertainment business.

MKTG 4320 ADVERTISING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Examination of promotional objectives, strategy and tactics in marketing.

MKTG 4330/4333 RETAIL MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Principles of retail operation: facility location, layout, purchasing, pricing and merchandise control. Credit will not be given for more than one of the following: MKTG 4330, CAHS 5610, and CAHS 6610.

MKTG 4340 MARKETING AND NEW PRODUCT DEVELOPMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Marketing based analysis of profitable new products and brand extensions involving the invention, development and product launch plus sustaining market success.

MKTG 4350 SERVICES MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Examination of marketing in service industries and implementation of service marketing strategies.

MKTG 4360 MARKETING RESEARCH AND ANALYTICS (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (BUAL 2650 or BUAL 2653). Grade of C or better. Research methods in marketing and their application to marketing problems.

MKTG 4370 SALES MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Principles and practices of organization and administration of sales organizations.

MKTG 4380 MARKETING CHANNEL SYSTEMS (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Designing channels of distribution: Objectives, constraints, and alternatives: Motivating, evaluating and controlling channel members.
MKTG 4390/4393 PERSONAL SELLING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Selling strategy as an interdisciplinary business activity.

MKTG 4400/4403 INTERNATIONAL MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Strategy, policy and the variables affecting international marketing decisions. Credit will not be given for more than one of the following: MKTG 4400, CAHS 5610, and CAHS 6610.

MKTG 4410/4413 CONSUMER BEHAVIOR (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Critical review and analysis of possible pragmatic applications of consumer behavior theories used for marketing decision making. May count either CADS 3800 or MKTG 4410.

MKTG 4420 ADVANCED PERSONAL SELLING (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (MKTG 4390 or MKTG 4393). Permission of Department “C” or Better in MKTG 3310 and MKTG 4390. Advanced personal selling skills, practices and programs are covered. Emphasis is placed on sales presentations, demonstrations, negotiations and relationship building skills.

MKTG 4430 BUSINESS TO BUSINESS MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3317. Marketing strategy and applications for business-to-business companies and markets.

MKTG 4500 MARKETING ON THE INTERNET (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (COMP 1000 or COMP 1003). Grade of C or better. Use of electronic media and the Internet for marketing strategy. Passing the University IT exam.

MKTG 4700 REAL ESTATE MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Selling strategy for real property, brokerage, management and marketing of real estate.

MKTG 4900 DIRECTED STUDIES (3) AAB/IND. 3. SU. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Advanced research, reading and study in marketing.

MKTG 4920 MARKETING STUDENT INTERNSHIP PROGRAM (3) AAB/INT. 3. SU. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Grade of C or better. Provides a relevant and meaningful work experience in a marketing or marketing-related business, industry or organization.

MKTG 4970 SPECIAL TOPICS IN MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Grade of C or better. Examination of current marketing topics. Course may be repeated for a maximum of 9 credit hours.

MKTG 4980 MARKETING STRATEGY (3) LEC. 3. Pr. MKTG 3310 and At least 9 credits in MKTG 4050-4970. and MKTG 4360. Pr., Grade of C or better in MKTG 3310 or MKTG 3317 and 9 hours of Marketing Electives. Strategic perspectives of market dynamics in different competitive environments across organizational levels.

MKTG 4997 HONORS ThESIs (1-3) IND. Pr. Honors College. Departmental approval. and Grade of C or better in MKTG 3310 or MKTG 3317. Provides honor’s students with the opportunity to conduct in-depth research. Thesis/research topics will be based on mutual agreement between committee and student. Course may be repeated for a maximum of 3 credit hours.

MKTG 7050/7056 SOCIAL AND LEGAL ENVIRONMENT OF MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. The influence of the social, legal, political, and economic environments on marketing operations.

MKTG 7310/7316 MARKETING MANAGEMENT (3) LEC. 3. Pr. (BUSI 7110 or BUSI 7116 or BUSI 7716) and (BUSI 7120 or BUSI 7126). Departmental approval. In-depth analysis of concepts and techniques pertinent to executive decision-making in marketing.

MKTG 7320/7326 ADVERTISING AND PROMOTION STRATEGY (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Managerial perspective of the marketing communication process.

MKTG 7330/7336 RETAIL MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. A managerial perspective of strategic decision-making and financial aspects of retail organizations.

MKTG 7350/7356 SERVICES MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Examination of marketing in service industries and implementation of service marketing strategies.

MKTG 7360/7366 MARKETING RESEARCH: METHODOLOGY AND APPLICATIONS (3) LEC. 3. Pr. (MNGT 6040 or MNGT 6046) and (MKTG 3310 or MKTG 3313 or MKTG 3317) or (ISMN 6040 or ISMN 6046). Departmental approval. Marketing research design, implementation and data analysis for marketing managers. A
MKTG 7370/7376 SALES MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. In-depth study of sales management strategy and tactics.

MKTG 7390/7396 DATA BASE, DIRECT MARKETING AND SALES PROMOTION (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Fundamental concepts, tools and applications of data base, direct marketing and sales promotion to marketing problems.

MKTG 7400/7406 GLOBAL MARKETING AND DISTRIBUTION (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. A strategic managerial perspective of global marketing and distribution operations.

MKTG 7410/7416 ANALYSIS OF CONSUMER BEHAVIOR (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Psychological, sociological, and anthropological foundation of consumer and industrial purchase behavior and their application to marketing decisions.

MKTG 7500/7506 ELECTRONIC MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Ethical and strategic use of electronic media and the Internet for marketing communications and strategy.

MKTG 7600/7606 ENVIRONMENTALLY CONSCIOUS MARKETING MANAGEMENT (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317) and (BUAL 2650 or BUAL 2653). Departmental approval. Advanced marketing strategies with an environmental focus.

MKTG 7720/7726 NEW PRODUCTS DEVELOPMENT AND MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. Departmental approval. Marketing in the process of developing innovative products and services.

MKTG 7940 INTERNATIONAL MARKETING ABROAD PROGRAM (3-6) FLD. Course may be repeated for a maximum of 6 credit hours.

MKTG 7970/7976 SPECIAL STUDIES IN MARKETING (3) LEC. 3. Departmental approval. Variable content in the marketing area. Course may be repeated for a maximum of 6 credit hours.

MKTG 7990 RESEARCH AND THESIS (1-10) MST. Course may be repeated with change in topics.