

Marketing

Marketing majors discover the interrelationship of marketing with other functional areas of business. Marketing is the fundamental revenue driver within the organization. The interface with consumers helps to inform the directions companies and organizations can take to better anticipate and solve consumer needs. Marketing majors have rich and robust careers through business to business engagement that involves partnerships through professional selling and sales management. Our students have opportunities to conduct internships and work for advertising agencies and digital marketing firms. Some of our students find ways to take strategic marketing into aspects of supply chain management careers. Also, retail offers opportunities for marketing majors as well as entrepreneurial ventures.

Major

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

Minors

- Marketing (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmarketingmktg/marketing_minor/)
- Professional Selling (http://bulletin.auburn.edu/undergraduate/collegeofbusiness/departmentofmarketingmktg/professionalselling_minor_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) and P/C BUSI 2010. Career planning and preparation for employment in the marketing industry.

MKTG 3310 PRINCIPLES OF MARKETING (3) LEC. 3. 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 3810 FOUNDATIONS OF BUSINESS MARKETING (3) LEC. 3. Broad-based course for non-business majors that focuses on marketing functions and applications of marketing principles. Students enrolled in a business major or the Marketing minor may not enroll in this course. May count either MKTG 3310 or MKTG 3810; credit will not be awarded for both MKTG 3310 and MKTG 3810. Junior standing.

MKTG 4310 SPORTS AND ENTERTAINMENT MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Application of marketing theory and practice to the sports and entertainment business.

MKTG 4330 RETAIL MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Principles of retail operation: facility location, layout, purchasing, pricing and merchandise control.

MKTG 4340 MARKETING AND NEW PRODUCT DEVELOPMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. 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 or MKTG 3810. Grade of C or better in prerequisite course. 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 or MKTG 3810) and (BUAL 2650 or BUAL 2653). Grade of C or better in prerequisite courses. 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 or MKTG 3810) and P/C MKTG 4390. Grade of C or better in prerequisite courses. Principles and practices of organization and administration of sales organizations.

MKTG 4390 PERSONAL SELLING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Selling strategy as an interdisciplinary business activity.

MKTG 4400 INTERNATIONAL MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Strategy, policy, and the variables affecting international marketing decisions.

MKTG 4410 CONSUMER BEHAVIOR (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Critical review and analysis of possible pragmatic applications of consumer behavior theories used for marketing decision making.

MKTG 4420 ADVANCED PERSONAL SELLING (3) LEC. 3. Pr. (MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810) and (MKTG 4390 or MKTG 4393). Grade of C or better in prerequisite courses. 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 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Marketing strategy and applications for business-to-business companies and markets.

MKTG 4440 MARKETING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Explores marketing ethics and social responsibility from an organizational perspective.

MKTG 4450 CUSTOMER RELATIONSHIP MANAGEMENT (3) LEC. 3. Pr. MKTG 3310 or MKTG 3810. This course is designed to compare and contrast the basic concepts of customer relationship management (CRM) as related to sales strategy. Grade of C or better in prerequisite course.

MKTG 4460 ADVERTISING STRATEGY (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313. The course applies research in psychology and the behavioral sciences to advertising strategy, including the methodology for planning, execution, and evaluation of advertising campaigns.

MKTG 4470 PHARMACEUTICAL MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317. With today's technology, pharmaceutical marketing is vastly different given the increasing presence of social media, company consolidation, generic competition and regulatory changes throughout the last decade. Pharmaceutical and health care industry marketers must work harder and smarter to maximize every product life cycle. This course will examine the current pharmaceutical marketing environment from a practical perspective.

MKTG 4500 DIGITAL MARKETING (3) LEC. 3. Pr. MKTG 3310 or MKTG 3313 or MKTG 3317 or MKTG 3810. Grade of C or better in prerequisite course. Use of electronic media and the Internet for marketing strategy.

MKTG 4800 MARKETING STRATEGY (3) LEC. 3. Pr. MKTG 4360 and At least 9 credits in MKTG 4050-4970. and MKTG 3310 or MKTG 3317. Grade of C or better in MKTG 3310 or MKTG 3317, 9 hours of Marketing electives between 4050 and 4970, and Pr/Cr MKTG 4360. Strategic perspectives of market dynamics in different competitive environments across organizational levels.

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 4360 and At least 9 credits in MKTG 4050-4970. and MKTG 3310. 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 7970 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.