

# Marketing (MRKT)

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## **MRKT 320. Foundations of Marketing. 3 Credits.**

Survey of the four basic areas of marketing: product, price, place, and promotion. Exposure to consumer behavior and strategic marketing from an international perspective. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. Credit awarded only for MRKT 301 or MRKT 320 (formerly BUSN 360), not both.

## **MRKT 350. Creativity and Innovation. 3 Credits.**

This course focuses on understanding the role of creativity in developing innovative products, services, and solutions. Students will learn the value of systematic creativity through human-centered problem-solving processes when applied to developing innovations in multiple contexts.

## **MRKT 362. Foundations of Retailing. 3 Credits.**

Analysis of the global retail environment and exposure to issues such as the development of retailing image, location theory, inventory management, and integrated marketing communication. Prereq: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average.

## **MRKT 372. Global Retailing. 3 Credits.**

Theoretical approach to management practices and marketing policies for retail soft goods in a complex and changing world market. Prereq: MRKT 320 or ADHM 171. ADHM 372 is restricted to Apparel, Retail Merchandising and Design or Hospitality and Event Management major or minor. MRKT 372 is restricted to College of Business major or minor and a 2.50 minimum NDSU grade point average. Cross-listed with ADHM 372.

## **MRKT 410. Consumer Behavior. 3 Credits.**

Examination of dimensions of consumer buying theories. Aimed at understanding the buying behavior of customers. Prereq: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered for graduate credit - see MRKT 610.}.

## **MRKT 420. Advertising and Integrated Marketing Communication. 3 Credits.**

Examination of the use of advertising as part of the worldwide marketing function; prepares the student to analyze and plan integrated marketing communication campaigns. Prereq: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered for graduate credit - see MRKT 620.}.

## **MRKT 430. Sales and Personal Selling. 3 Credits.**

Examination of the theoretical frameworks, principles, and the methods related to sales and the personal selling process. Co-req: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered for graduate credit - See MRKT 630.}.

## **MRKT 432. Entrepreneurial Sales. 3 Credits.**

This course will focus on building a sales plan within a new organization, the foundational skills of selling, and will explore a consultative-based sales approach. Students will learn skills in five specific areas: interpersonal skills, communication skills, presentation skills, facilitation skills, and problem-solving skills. These skills will be taught and discussed in the context of entrepreneurial sales through real life examples, case studies, and role play scenarios. Students will learn about the dynamics of a sales meeting, how to be more persuasive, and how to look for win-win opportunities all in the context of a startup. They will learn how to leverage their resources and how to differentiate themselves in the sales process. Prereq: MRKT 320.

## **MRKT 434. Sales Management. 3 Credits.**

This course provides students with a basic understanding of functions, tasks, and decisions involved in sales management. Specific topics include planning, organizing, implementing, and monitoring and controlling the sales effort. Prereq: MRKT 320, 430 and College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered as a graduate course: MRKT 634.}.

## **MRKT 436. Advanced Professional Selling. 3 Credits.**

This course focuses on advanced professional selling frameworks, common methodologies, and gaining a deep understanding of buyer decision making involved in the sales process. Students will expand their skills in the areas of interpersonal, communication, presentation, facilitation, analytics, and problem-solving. These skills will be taught through lectures and outside speakers and practiced through case studies and complex role play scenarios. Prereq: MRKT 320 and MRKT 430 and a cumulative 2.50 NDSU GPA.

## **MRKT 438. Customer Relationship Management (CRM) and Sales Technology. 3 Credits.**

Introduction to principles of customer relationship management, sales automation, and use of different technologies in professional sales. Prereq: MRKT 320 and a cumulative NDSU GPA of 2.50 or higher.

## **MRKT 440. International Marketing. 3 Credits.**

Focused on identifying and satisfying global customer needs better than the competition, both domestic and international, and coordinating marketing activities within the context of the global environment. Prereq: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered for graduate credit - see MRKT 640 .}.

## **MRKT 450. Marketing Research. 3 Credits.**

Study of marketing research methods with focus on research design, data collection, and analysis techniques. Prereq: MRKT 320, STAT 331 and MATH 144 or MATH 146. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered for graduate credit - see MRKT 650.}.

**MRKT 460. Marketing Strategy. 3 Credits.**

The analysis, planning, implementation, and control of worldwide marketing programs to achieve an organization's objectives including an examination of the progress of the Internet for the marketing of goods and services. Prereq: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average.

**MRKT 465. Digital Marketing. 3 Credits.**

This course focuses on understanding, managing and analyzing an organization's digital marketing strategy. Topics related to online business models, search engine optimization, paid search and display advertising, web analytics, email marketing, social media and mobile marketing, reputation management and online retailing will be considered. Prereq: MRKT 320 and College of Business professional major or minor and a 2.50 minimum NDSU grade point average.

**MRKT 466. Digital Marketing Analytics. 3 Credits.**

This course focuses on the measurement, collection, analysis and reporting of web or digital data for the purpose of understanding, managing, and optimizing digital marketing efforts of an organization. In the course, students will learn about the digital analytics process, digital data visualization methods, online experimentation, methods for analysis of digital marketing data, and text analytics to understand and manage social media. Prereq: MRKT 320 and student must be a College of Business major or minor and have a minimum 2.50 NDSU grade point average.

**MRKT 470. Services Marketing. 3 Credits.**

This course focuses on management and strategic issues as they relate to the marketing of services. Prereq: MRKT 320. Restricted to College of Business professional major or minor and a 2.50 minimum NDSU grade point average. {Also offered for graduate credit - see MRKT 670.}

**MRKT 494. Individual Study. 1-5 Credits.**

**MRKT 497. FE/Coop Ed/Internship. 1-15 Credits.**

**MRKT 499. Special Topics. 1-5 Credits.**

**MRKT 610. Consumer Behavior. 3 Credits.**

Examination of dimensions of consumer buying theories. Aimed at understanding the buying behavior of customers. {Also offered for undergraduate credit - see MRKT 410.}

**MRKT 630. Sales and Personal Selling. 3 Credits.**

Examination of the theoretical frameworks, principles, and the methods related to sales and the personal selling process. {Also offered for undergraduate credit - see MRKT 430.}

**MRKT 634. Sales Management. 3 Credits.**

This course provides students with a basic understanding of functions, tasks, and decisions involved in sales management. Specific topics include planning, organizing, implementing, and monitoring and controlling the sales effort. {Also offered as an undergraduate course: MRKT 434.}

**MRKT 640. International Marketing. 3 Credits.**

Focused on identifying and satisfying global customer needs better than the competition, both domestic and international, and coordinating marketing activities within the context of the global environment. {Also offered for undergraduate credit - see MRKT 440.}

**MRKT 650. Marketing Research. 3 Credits.**

Study of marketing research methods with focus on research design, data collection, and analysis techniques. {Also offered for undergraduate credit - see MRKT 450.}

**MRKT 670. Services Marketing. 3 Credits.**

This course focuses on management and strategic issues as they relate to the marketing of services. {Also offered for undergraduate credit - see MRKT 470.}

**MRKT 696. Special Topics. 1-5 Credits.**

**MRKT 793. Individual Study. 1-5 Credits.**