

# Marketing (MRKT)

B.B.A with Major in Marketing (<https://catalog.und.edu/undergraduateacademicinformation/departmentalcoursesprograms/marketing/mrkt-bba/>)

Minor in Professional Sales (<https://catalog.und.edu/undergraduateacademicinformation/departmentalcoursesprograms/marketing/mrkt-minor-ps/>)

Four Year Plan - B.B.A. with Major in Marketing (p. 1)

## Four Year Plan - B.B.A. with Major in Marketing

### Freshman Year

First Semester		Credits
ENGL 110	College Composition I	3
MATH 103	College Algebra	3
or MATH 146	or Applied Calculus I	
or MATH 165	or Calculus I	
Essential Studies: Fine Arts		3
Essential Studies: Humanities		3
Free Elective		3
<b>Credits</b>		<b>15</b>

### Second Semester

ENGL 130	Composition II: Writing for Public Audiences	3
Essential Studies: Oral Communication		3
Essential Studies: Social Sciences		3
Essential Studies: Fine Arts or Humanities		3
Free Elective		3
<b>Credits</b>		<b>15</b>

### Sophomore Year

First Semester		Credits
ACCT 200	Elements of Accounting I	3
ECON 201	Principles of Microeconomics	3
Essential Studies: Lab Science		4
Essential Studies/Advanced Communications		3
Essential Studies/Diversity of Human Experience		3
<b>Credits</b>		<b>16</b>

### Second Semester

ACCT 201	Elements of Accounting II	3
ECON 202	Principles of Macroeconomics	3
ECON 210	Introduction to Business and Economic Statistics	3
ISBA 217	Fundamentals of Computer Information Systems	3
MRKT 305	Marketing Foundations	3
<b>Credits</b>		<b>15</b>

### Junior Year

First Semester		Credits
FIN 310	Principles of Financial Management	3
MGMT 300	Principles of Management	3
MRKT 310	Consumer Behavior	3
or MRKT 330	or Marketing Research	
Essential Studies/ Analyzing World Views		3
Free Elective		3
<b>Credits</b>		<b>15</b>

### Second Semester

MRKT 330	Marketing Research	3
or MRKT 310	or Consumer Behavior	
MGMT 301	Operations Management	3
Marketing Electives		6

Free Elective	3
<b>Credits</b>	<b>15</b>

### Senior Year

#### First Semester

Marketing Electives	9
Free Elective	6

**Credits 15**

#### Second Semester

MRKT 450	Marketing Management	3
MGMT 475	Strategic Management	3
Free Electives		8

**Credits 14**

**Total Credits 120**

Students must complete enough electives to bring total credit hours up to the 120.

Please Note: Every student must fulfill all University, Departmental, and Essential Studies requirements. (<https://und.edu/academics/essential-studies/>)

### MRKT 201. Personal Marketing. 3 Credits.

The course applies the marketing concept to understanding personal brand, social identity, and planning of career tracks. Emphasis is placed on the development of individual marketing/branding plans during the sophomore/junior year thus initiating a systematic career planning process in the context of worldview. Career planning prior to the senior year helps incorporate internships, job shadowing, and/or cooperative education into students' program of study. Particular emphasis is placed on the application of the marketing and sales concepts in professional career initiation and the development and delivery of presentations to culturally diverse audiences. The course also incorporates attitude testing, mock interviews, discussion of job search using the Internet, networking, time management strategies, and portfolio development. F,S.

### MRKT 305. Marketing Foundations. 3 Credits.

An overview of the scope and nature of market exchange and the buyer's pivotal role. Prerequisite: ECON 201, Sophomore, Junior, or Senior Standing, a minimum total of 45 credit hours, and declared COBPA majors only. Corequisite: ACCT 201 and ECON 210. F,S,SS.

### MRKT 310. Consumer Behavior. 3 Credits.

Theoretical and applied analysis of consumption-related activities of individuals. Investigations of the reasons behind and the forces influencing the selection, purchase, use, and disposal of goods and services. Prerequisite: MRKT 305, Sophomore standing or higher, and declared COBPA majors only. F,S.

### MRKT 311. Professional Selling. 3 Credits.

The professional selling process including prospecting, qualifying, need-discovery and development, relationship-building, presentations, handling objections, closing, and post-sale service. Prerequisite: MRKT 305, Sophomore standing or higher, and declared COBPA majors only. F,S.

### MRKT 315. Retail Management. 3 Credits.

Application of marketing and financial principles to the planning and execution of retail management. Includes analyses of relevant institutions and interest groups. Prerequisite: MRKT 305; Sophomore, Junior or Senior Standing. S.

### MRKT 325. International Marketing. 3 Credits.

Survey of international business environment, with focus on elements of international marketing practices and their management. Prerequisite: MRKT 305; Sophomore, Junior or Senior Standing. F.

### MRKT 327. Digital Marketing. 3 Credits.

Digital Marketing is no longer an emerging medium; customers are regularly making decisions about a product or service online- long before they see or hear any traditional communications. Effective integration is key. Digital Marketing can become overwhelming with the constant, rapid evolution of this landscape. Each new tool comes with another learning curve and new jargon, blurring useful tools with trendy, irrelevant distractions. At the same time, the accessibility and flexibility of Digital Marketing can result in higher returns on investment (ROI) and better understanding of consumers. This class in Digital Marketing will empower students to think strategically. S.

**MRKT 330. Marketing Research. 3 Credits.**

The research process from a marketing perspective. Addresses problem formulation, research design, methodology, and appropriate statistical methods. Application of procedures appropriate for the analysis and interpretation of marketing data. Prerequisite: MRKT 305; Sophomore, Junior or Senior Standing; declared CoBPA majors only. F,S.

**MRKT 340. Integrated Marketing Communications. 3 Credits.**

This course focuses on the state-of-the-art strategic concept of integrated marketing communication (IMC). IMC incorporates advertising, sales promotions, publicity, public relations, personal selling, Internet, and any other means by which marketing information is communicated to people. The course will involve a synthesis of the theoretical, practical, and social considerations of IMC. Prerequisite: MRKT 305; Junior or Senior Standing. S.

**MRKT 347. Social Media. 3 Credits.**

This course is an in-depth look at social networks, social media platforms and online advertising to offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Prerequisite: MRKT 305; Junior or Senior Standing. F,S.

**MRKT 386. Field Experience in Marketing. 1-8 Credits.**

Work or on-site opportunity to study and/or assist with marketing activities and understand the role of marketing for that company/organization (profit/nonprofit). Prerequisite: Minimum GPA of 2.5, MRKT 305, and consent of instructor. Repeatable to 8.00 credits. S/U grading. F,S,SS.

**MRKT 396. Directed Studies in Marketing. 1-3 Credits.**

Research in some aspect of marketing. Written reports and collateral readings. Prerequisite: MRKT 310 and consent of instructor. F,S,SS.

**MRKT 397. Cooperative Education in Marketing. 1-2 Credits.**

Compensated, on-the-job experience in various areas of marketing. Repeatable only to maximum of 8 credits. Prerequisite: MRKT 305 and consent of instructor. Repeatable to 8.00 credits. S/U grading. F,S,SS.

**MRKT 405. Brand and Product Management. 3 Credits.**

The study of the theory and practice of managing brands and products as vital corporate assets and the focus of the marketing planning process. Prerequisite: MRKT 310 and MRKT 330; Junior or Senior Standing; declared CoBPA majors only. S.

**MRKT 411. Sales Management. 3 Credits.**

The practice of sales management including sales force recruiting, training, organization, motivation, compensation, and evaluation. Prerequisite: MRKT 305 and MRKT 311; Junior or Senior Standing; declared CoBPA majors only. S.

**MRKT 430. Relationship Marketing. 3 Credits.**

Relationship marketing is now a core, strategic element of virtually all marketing. Organizations increasingly stress the importance of cooperation with customers, communities, charities, and other partners. This course focuses primarily on marketing relationships in the Organization-to-Organization context. Prerequisite: MRKT 305; Junior or Senior Standing. S.

**MRKT 431. Customer Relationship Management (CRM). 3 Credits.**

This course examines customer relationship management (CRM) and its application in marketing, sales, and service. It will include the Theory of CRM and how to use tools like Salesforce to help companies align business process with customer centric strategies using people, technology, and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. Anyone interested in working with customers and CRM technology and would like to be responsible for the development of any major aspect of CRM will find this course beneficial. Emphasis is given on conceptual knowledge, real-world projects, and hands-on learning using CRM software. CRM training modules and software are used throughout the semester. Prerequisite: MRKT 305, Junior or Senior Standing. F.

**MRKT 433. Negotiations for Sales and Relationship Managements. 3 Credits.**

The primary focus of this course is placed on the theoretical, practical and experiential learning of the negotiations skills. Emphasis is placed on the specific negotiations skills required to successfully maneuver through the negotiated buyer-seller exchange environment. Prerequisite: MRKT 311 or consent of instructor. S.

**MRKT 440. Special Topics in Marketing:. 3 Credits.**

Investigation of selected topics of importance to the marketing of goods, services, or ideas. May be taken a maximum of two times for credit. Prerequisite: MRKT 305; Junior or Senior Standing; declared CoBPA majors only. Repeatable to 6.00 credits. S.

**MRKT 450. Marketing Management. 3 Credits.**

Capstone course addressing the firm's micro and macro environments from a strategic marketing decision making perspective. Prerequisite: MRKT 305, MRKT 310, and MRKT 330; Senior Standing; declared CoBPA majors only. F,S.

**MRKT 497. Internship in Marketing. 1-8 Credits.**

Compensated, practical experience with selected participating firms in Marketing and/or Sales. Prerequisite: 9 hours of Marketing, GPA of 2.75, and consent of instructor. Repeatable to 8.00 credits. S/U grading. F,S,SS.