

# Marketing

Marketing is the functional area of business that deals with the creation, communication and delivery of value to customers. As a **marketing major** students study the core application of identifying market needs, evaluate buying behaviors, and develop strategies for successful product introduction. Major elective courses allow students to tailor the program to their individual interests and strengths while focusing on the latest trends in this fast-paced industry. Emphasis is placed on developing effective communication, creative, analytical and problem solving skills. Students use their marketing knowledge and skills in decision making situations with the goal of developing effective solutions. Internships are encouraged.

Career opportunities for students earning a marketing degree include sales, product, category and brand management, retail operations, merchandising, marketing research, creative promotion and marketing communications campaign development, event planning and analytical database management.

This degree prepares students, for example, to: think critically by conducting appropriate research to assess marketing problems, identify market needs and evaluate buying behaviors; identify the link between Mount Mercy University's mission and the study of the discipline; and design and implement effective results-producing marketing plans.

See the Graduate section (<http://catalog.mtmercy.edu/archives/2016-17/graduateprograms>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

## Core Business Requirements for all business majors

BA 203	Principles Of Law	3
BA 250	Technology & Communication In Business	3
BA 270	Business Statistics	3
BA 379	Financial Management	3
BA 435	Senior Seminar in Business	3
or BA 436	Applied Business Strategy	
BC 265	Principles Of Accounting I	3
BC 266	Principles Of Accounting II	3
BN 204	Principles Of Management	3
BK 208	Principles Of Marketing	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3
Select one of the following:		3
MA 130	Finite Mathematics	
MA 132	Basic Mathematical Modeling	
MA 139	Pre-Calculus	
MA 142	Mathematics Modeling	
MA 160	Business Calculus	
MA 164	Calculus I (Required for Actuarial Science Majors)	

Total Hours 36

## Marketing Major (Core requirements plus 18 additional semester hours)

BK 305	Professional Selling	3
BK 310	Consumer Behavior	3

BK 321	Market Research	3
BK 431	Marketing Management	3
Select two of the following (one of which must be BK):		6
BK 300	Advertising and Creative Campaign Strategies	
BK 301	Product, Brand and Category Management	
BK 311	International Marketing	
BK 331	Retail Management	
BK 335	Tradeshows and Event Planning	
BK 340	Contemporary Topics In Marketing	
BK 421	Marketing Internship	
BN 377	Project Management <sup>1</sup>	
AR 120	Visual Technology	
AR 130	Graphic Design I	
CO 130	Basic Media Grammar for Professional Writing	
CS 101	Using Computers in Research Settings	
EN 123	Professional Writing	

Total Hours 18

<sup>1</sup> Can NOT double count for the management or human resource management major.

## Academic Requirements for the Marketing Major

All marketing majors must achieve a minimum grade of C- in all marketing courses required for the major (BK 208 Principles Of Marketing, BK 305 Professional Selling, BK 310 Consumer Behavior, BK 321 Market Research, BK 431 Marketing Management and the two required electives.) This applies to equivalent courses transferred from other institutions.

### Courses

#### **BK 208 Principles Of Marketing: 3 semester hours**

As a general introduction to the ever expanding field of marketing, students study how professionals anticipate consumer needs that guide the organization to develop appropriate strategies. Examining how marketers add value to a company, students will learn that a thorough analysis of the marketing environment includes anticipating and evaluating buyer behaviors while helping the firm recognize key marketing decision areas to develop successful strategies.

#### **BK 300 Advertising and Creative Campaign Strategies: 3 semester hours**

This course examines advertising and marketing communications as a creative process. Exploration of mass mediums and interpersonal communication processes and the role they play in an integrated marketing communications program is critical to developing one clear unified voice and image. The study of creative application and its implementation across a continually evolving spectrum is explored. Prerequisite: BK 208.

#### **BK 301 Product, Brand and Category Management: 3 semester hours**

This course evaluates the role of the product manager from new product idea generation, to product research and development, to market need assessment, to the role and implementation of test marketing, while evaluating product success and/or failure through the stages of introduction, growth, maturity, and decline. An in-depth study of branding strategy and its role in product and service sales is examined along with the growth and importance of category management. Prerequisite: BK 208.

**BK 305 Professional Selling: 3 semester hours**

This course is designed to provide students with a basic understanding of the selling function and its vital role in organizations. Students will learn that a systematic approach to satisfying customer needs and solving problems is the goal to achieve mutually beneficial long-term partnerships. Exposure to a variety of sales professionals and the environments in which they exist helps students understand the challenges found in this wide ranging field. Prerequisite: BK 208.

**BK 310 Consumer Behavior: 3 semester hours**

This course examines the theoretical and applied dimensions of consumer behavior and how these principles impact marketing strategy. A comprehensive study of the consumer decision-making process and the variables that affect it including memory, learning, perception, lifestyles, culture, groups and attitudes is explored. Additional emphasis is placed on the application of consumer behavioral concepts and their impact on marketing decision-making. Pre-requisite: BK 208.

**BK 311 International Marketing: 3 semester hours**

This course focuses on the marketing management problems, techniques and strategies necessary to apply the marketing concept to the world market place. The necessity of understanding the impact of a country's culture and environment on a marketing program is emphasized as well as the challenges of competing in markets of varying cultures. Prerequisite: BK 208.

**BK 321 Market Research: 3 semester hours**

This course examines marketing research methodology and the function of gathering information as a management tool to aid decision-making. Included is the study of primary and secondary data sources, focus groups, surveys, experiments, and observations. The course also addresses the problems inherent in sampling, data collection, analysis, and the preparation of comprehensive reporting. Prerequisites: BK 208 and BA 270, and senior standing.

**BK 331 Retail Management: 3 semester hours**

This course studies the important economic aspects of retail business and its vital role in the distribution of goods and services. Emphasis is placed on strategy, planning and development for a retail operation. As alternative purchasing opportunities continue to emerge, success is largely dependent on sound marketing, selling, and customer service principles. Prerequisites: BK 208 and BC 265.

**BK 335 Tradeshow and Event Planning: 3 semester hours**

As professional marketing managers, a company's tradeshow strategy is a significant investment which includes the development of booth design and timely orchestration of events surrounding an industry show. Successful pre and post-show activities include the hiring/management of all booth personnel, promotional item acquisition, creative service execution, traffic flow management, lead generation and timely follow-up actions. Event planning is a vital role in which we are often required to coordinate every facet of an event from transportation to lodging and travel accommodations to entertainment for various participant groups. In addition, marketers today are often tasked with the planning and implementation of all manner of specialized events, from sales conferences to awards dinners, dealer/supplier functions, incentive-based endeavors, and holiday parties. Activities in this area include venue, food, and beverage selection for corporate parties and institutional events. Both functions are largely considered sales-based in nature. Pre-requisite: BK 208.

**BK 340 Contemporary Topics In Marketing: 3 semester hours**

This course includes an examination of major issues or topics in business specific to the study of marketing. Course content and subtitle will vary and are reflective of current trends found in the discipline. Topics include Big Data, Social Media and Analytics; and Mad Men. Prerequisite: BK 208.

**BK 378 Sports Marketing and Promotion: 3 semester hours**

This course focuses on building a foundation of sports marketing through print and social media channels. Additional topics include integrating a marketing plan including market research, corporate sponsorships/partnerships, team branding and advertisements. Students will also examine the impact of customer/fan acquisition and retention in the form of customer focused programming and analytics to drive marketing. Prerequisite: BK 208.

**BK 421 Marketing Internship: 3 semester hours**

Students may take advantage of internship opportunities to broaden their educational experience and gain professionalism in the evolving field of marketing. These opportunities include off-campus placement with marketing professionals. Partnered with an on-campus instructor, and the on-site professional, candidates apply theory learned in the classroom to real world experience. A maximum of three credit hours will be allowed with one credit earned for every 40 hours of on-site experience. Prerequisite: BK 208.

**BK 431 Marketing Management: 3 semester hours**

This course focuses on the major decisions facing marketing managers when developing a marketing plan and carrying out the marketing process inside organizations. These decisions include researching and analyzing market opportunities, identifying and selecting target markets, and developing sound marketing strategies. An experience-based opportunity requiring tactical and strategic decision-making enables students to directly apply theory learned in the classroom to a real-world opportunity. Prerequisites BA 250, BK 208, BK 310, BK 321, senior standing and should follow BK 321.