

# Marketing (BK)

---

## 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. Offered spring semesters.

### ***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. Offered spring semesters.

### ***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. Offered fall semesters.

### ***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. Offered fall semesters.

### ***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 345 Digital Marketing, Advertising, and Social Media: 3 semester hours***

This course is designed to help you understand how marketing has (and has not) changed due to the rise of digital platforms and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in the digital/social/mobile marketing world so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. Students will: Gain experience with digital marketing, digital advertising, and social media, Gain relevant knowledge, perspectives and practical skills. Develop digital marketing strategies and analyze data, Get familiar with KPIs and measuring ROI, Evaluate current trends and best practices in the ever-changing digital age. Prerequisite: (Any one of the following) BK 208, BK 321, BK 300 and/or BK 310. Offered fall semesters.

### ***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. Offered spring semesters.

***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 six 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. Offered spring semesters.