

# MARKETING (MKT)

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## RESTRICTIONS

Courses under this subject code may have program (major, minor, certificate) specific enrollment restrictions. The Courses (<http://catalog.umkc.edu/course-offerings/undergraduate/>) section of the Catalog shows all courses offered by UMKC. Specific course restrictions are detailed in Pathway. If you have questions about your course options, please contact Roo Advising (or your academic advisor).

Please select the 'COURSES' tab above to view all courses within this subject code.

## Courses

**MKT 324 Principles of Marketing Credits: 3**

The course focuses on the processes involved in the marketing of goods and services, including the meaning and importance of marketing terminology, the marketing mix, the marketing concept, consumerism, market segmentation, market and marketing research, and the impacts of different competitive structures on marketing decision making.

**Prerequisites:** Completion of 45 hours.

**MKT 335 Customer Insights Credits: 3**

This course draws upon findings from various disciplines including cognitive psychology, social psychology, sociology, economics, and anthropology to understand and predict buying behavior. Structured around applications in marketing strategy, topical coverage includes motivation, perception, attitude change, choice decisions and the consumption process, as well as post-purchase satisfaction.

**Prerequisites:** MKT 324.

**MKT 348 Marketing Research Credits: 3**

Marketing Research is designed to systematically introduce students to the most commonly used tools/techniques used to arrive at major business decisions from a consumer/customer perspective. The course emphasizes analysis of data using statistical models. Students will use designated software to analyze data to address real-world marketing problems pertaining to market entry decisions, new product development, product positioning, and pricing.

**Prerequisites:** MKT 324; and DSOM 211 (or STAT 235 or STAT 115 or MOTRMATH 110).

**MKT 390 Customer Data Analytics Credits: 3**

Customer Data Analytics is designed to systematically introduce students to contemporary tools/techniques pertaining to the analysis of customer data to assist with business decision-making. The course emphasizes analysis of data using statistical models. Students will use designated software to analyze a wide variety of customer data for business purposes such as assessing customer response to marketing intervention, classification, clustering (for market segmentation), etc.

**Prerequisites:** MKT 324; and DSOM 211 (or STAT 235 or MOTRMATH 110).

**MKT 418 Advertising and Branding Credits: 3**

Students receive exposure to the planning, implementation, and evaluation of various advertising and promotion strategies. Topics covered will include communication process, brand positioning, branding strategies, creative strategies; media planning, and promotional effectiveness.

**Prerequisites:** MKT 324.

**MKT 420 Sales Management Credits: 3**

This course examines the strategic management of the boundary-spanning function of the organization, the sales force. Topics include the selling process, customer relationship management, organizing the sales effort, utilizing sales force automation technology, understanding the salesperson's role, selecting appropriate salespeople, motivating the sales force, conducting training programs, and evaluating the efficacy of individual salespeople and the overall sales function.

**MKT 430 Personal Selling Credits: 3**

Regardless of what career you choose, sales will be a part of your life. Sales is an extremely common first job for graduating students and more than half of business graduates hold their first job in sales. The skills you will learn in this course are especially applicable to the professional selling context, however, they are also very relevant in non-sales applications. For example, this class will provide guidance in how to effectively conduct a job interview, make a sales proposal, deal with objections, manage your managers, and much more. These skills are valuable in any job regardless of major.

**MKT 442 Social Media and Mobile Marketing Credits: 3**

The course builds around Database Marketing principles, whether supporting marketing at a distance without requiring a physical wholesale or retail intermediary; or supporting physical retail. Social and Mobile media principles, on-line measurement, digital marketing strategy, and tactics by on-line platform are discussed across a variety of media and devices. Students must demonstrate competence in SEO (Search Engine Optimization) and on-line analytics.

**Prerequisites:** MKT 324.

## 2 Marketing (MKT)

### MKT 465 Introduction to Retailing and Pricing Credits: 3

This course presents an approach to retail and pricing management. Topics covered in the course include: retail strategy development, understanding the customer, retail information systems, market location selection, merchandise buying and handling, financial operations management, human resource management, operations management, store layout and design, laws ethics, and retail tactics.

**Prerequisites:** MKT 324

### MKT 480 Strategic Marketing Credits: 3

Marketing 480 is the capstone course in the marketing curriculum. The intent of this course is to review and integrate the important concepts you have learned in your other marketing and general business classes into a unified whole. This class is very intensive as well as interactive.

**Prerequisites:** MKT 324.

### MKT 487 Special Topics Credits: 3

Special topics in marketing.

### MKT 496 Internship: Marketing Credits: 1-3

An opportunity for students to integrate their academic studies via employment with a business/organization in the community. Internship coursework is evaluated on a credit/no credit basis.

**Prerequisites:** Departmental consent.

### MKT 497 Special Topics: Marketing Credits: 1-3

Study and research in areas of special interest under individual faculty direction.

**Prerequisite:** Departmental consent.