



**KENTUCKY STATE
UNIVERSITY**

MARKETING (MKT)

MKT 510: Marketing Communications

A detailed study of the various components of the promotion mix, such as advertising, sales promotion, public relations, and personal selling. Emphasis is placed on the central concept of integrated marketing communications, and on the importance of developing promotion strategies that allow marketers to reach predetermined objectives.

Credit Hours: 3

Contact Hours: 3

MKT 520: Strategic Marketing Manage

A comprehensive study of market oriented strategic planning and its associated tools and techniques. Fundamental concepts such as environmental scanning, market segmentation, targeting, and product positioning, among others, are explored in detail. Emphasis is placed on how marketing managers use these tools to solve problems and develop winning marketing mixes and strategies.

Credit Hours: 3

Contact Hours: 3

MKT 530: Marketing Research

A detailed study of the various research approaches in marketing. Both qualitative and quantitative research techniques are explored. Emphasis is placed on the steps involved in the research process and on designing and implementing research projects that allow marketers to make more effective decisions.

Credit Hours: 3

Contact Hours: 3

MKT 540: Consumer Behavior

An in-depth study of buyer behavior in both consumer markets and business markets. The various factors that influence the behavior of consumers and buyers are explored in detail, and emphasis is placed on the importance of using this knowledge to develop more effective marketing strategies and tactics.

Credit Hours: 3

Contact Hours: 3

MKT 560: Marketing of Services

A detailed study of the unique characteristics and challenges associated with the marketing of services. Basic concepts such as intangibility, inseparability, variability, and perishability are introduced and discussed, and emphasis is placed on the implications of these concepts for designing effective marketing strategies for service firms.

Credit Hours: 3

Contact Hours: 3