



**KENTUCKY STATE
UNIVERSITY**

MARKETING (MKT)

MKT 301: Principles of Marketing

A study of the movement of goods from producers to consumers emphasizing the importance of satisfying customers' needs through the development of effective marketing mixes.

Prerequisite: ACC 201, BUA 204 and ECO 201, all with grades of C or better

Credit Hours: 3

Contact Hours: 3

MKT 310: Personal Selling

This course provides a detailed introduction to personal selling. It explores important topics such as ethical issues in selling, the buying process, relationship building, adaptive selling, the personal selling process, and territory management, among others. Credit: 3 semester hours.

Prerequisite: MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 315: Retailing Management

This course provides a detailed introduction to retailing management. It explores important topics such as types of retailers, retailing strategies, merchandise management, and store management, among others. Credit: 3 semester hours.

Prerequisite: MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 320: Marketing Communications

A study of marketing communications concepts including identification of communications goals, analysis of advertising, sales promotion, public relations and personal selling.

Prerequisite: MGT 301 and MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 325: Internet Marketing

This course provides comprehensive coverage of the rapidly changing field of Internet marketing. It relies on marketing theory when appropriate and introduces conceptual frameworks and real world examples to facilitate student understanding of Internet marketing issues. It emphasizes that a key challenge facing marketers today is how to best integrate the Internet into their strategies and media plans. This course is necessary in order for future marketing managers to function effectively in the real world.

Prerequisite: MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 410: Marketing Communications

A study of marketing communications concepts including identification of communications goals, analysis of advertising, sales promotion, public relations and personal selling.

Prerequisite: MGT 301 and MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 420: Marketing Management

A study of the problems faced by marketing executives whose responsibility is to develop winning marketing mixes and strategies.

Prerequisite: MGT 301 and MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 430: Marketing Research

A study of the scope and applications of marketing research, research designs, sampling methods, data collection and analysis, and research report writing.

Prerequisite: BUA 320, MGT 301, and MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 440: Consumer Behavior

A study of the factors determining consumers' behavior patterns, especially as affected by economics, psychology, social psychology, and cultural anthropology and of the implications of these factors for marketing strategies.

Prerequisite: MGT 301 and MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 450: Electronic Commerce

This course examines integration of technology and commercial practices for doing business on the Internet. The course will explore key concepts, models, tools, and applications as well as legal, economic, social and business issues related to e-commerce

Prerequisite: MGT 301, MKT 301, MIS 360 or consent of instructor

Credit Hours: 3

Contact Hours: 3

MKT 470: International Marketing

A study of the international business arena, including environmental forces (economic, cultural, technological, political, legal, physical) and their implications for developing effective management and marketing strategies.

Prerequisite: MGT 301, MKT 301

Credit Hours: 3

Contact Hours: 3

MKT 480: Marketing Internship

Off-campus on-the-job employment related to the discipline of marketing.

Prerequisite: MKT 301 and junior or senior status and consent of chairperson

Credit Hours: 3

Contact Hours: 3

MKT 490: Strategic Marketing Management

A study of the problems faced by marketing executives whose responsibility is to develop winning marketing mixes and strategies.

Credit Hours: 3

Contact Hours: 3

MKT 499: Independent Study

Research and in/depth study of a particular marketing concept or problem under the direction of a faculty member.

Prerequisite: Senior classification and consent of the chairperson

Credit Hours: 3

Contact Hours: 3