

## Marketing

### MKT 3501 Principles of Marketing 3 cr.

Offered each semester. Prerequisite: ECON 1203. A course designed to introduce the role of marketing in society. Particular emphasis is placed on those market-related variables which are subject to control by the firm. The viewpoint taken is that of the marketing manager whose role it is to make decisions relating to marketing strategy.

### MKT 3505 Consumer Behavior 3 cr.

Offered each semester. Prerequisites: MKT 3501 and three hours of psychology. An interdisciplinary approach to the study of the decision-making process as it applies to the purchase of consumer goods. The viewpoint of both consumer and of the marketing manager are considered so that the student may apply the principles of the courses to personal as well as professional life. A wide variety of examples is used to establish the practical value of the subjects discussed. Graduate students will not receive credit for both Marketing 3505 and 6510.

### MKT 3510 Introduction to Marketing Research 3 cr.

Prerequisites: MKT 3501 BA 2780 and QMBE 2786. The scientific method is applied to the solution of marketing problems for the development of sound marketing strategies. Basic methodologies and applications are stressed. Analytical techniques and analysis beyond those in QMBE 2786 are introduced.

### MKT 3511 Applied Marketing Research 3 cr.

Prerequisites: MKT 3510 and BA 2780 or approved substitutes. The student proposes, formulates, and executes a marketing research study, utilizing the techniques developed in MKT 3510. Discussion of exploratory research techniques, case studies, and advanced statistical analysis. Research costs will be incurred by the student.

### MKT 3515 Personal Selling 3 cr.

Prerequisite: MKT 3501. Training in the current theories and practice of selling to organizational buyers. Role playing, videotaped presentations, and other techniques are employed to enhance interpersonal communication skills. The course cannot be taken for credit in the M.B.A. Program.

### MKT 3520 Direct Response Marketing 3 cr.

Prerequisite: MKT 3501. The theory and practice of direct response marketing as an aspect of the total marketing system for both small and large businesses. Emphasis is given to direct mail, print and broadcast advertising, telephone promotion, and interactive media. Development of student's analytical techniques needed for successful application in profit and nonprofit organizations, both public and private.

### MKT 3526 The Legal Environment of Marketing 3 cr.

Prerequisites: BA 3010 and MKT 3501. A study of the federal anti-trust laws and other federal and state laws regulating and affecting the sales, marketing, and distribution processes. Subject areas include price fixing laws, exclusive dealings and tie-in arrangements, patent laws, horizontal and vertical restraints of trade, illegal boycotts and discriminatory discounts, illegal advertising, product liability, and consumer protection laws.

### MKT 3530 Sales Management 3 cr.

Prerequisite: MKT 3501. The theory and practice of recruiting training motivating and compensating the professional sales force with emphasis on the role of the salesman in buyer-seller relationships.

### MKT 3540 Promotion Management 3 cr.

Prerequisite: MKT 3501. An overview of promotion management providing a framework for integrating the promotion functions of advertising, personal selling, sales promotion, and publicity.

### MKT 3550 Sport and Event Marketing 3 cr.

Prerequisite: MKT 3501. Sport and Event marketing will examine applications of marketing concepts, tools, and models to the marketing of sporting, corporate, cultural, historical and charitable activities and events. During the course of the semester, the students will examine the issues and strategies involved in the performance, production, and promotion of events.

### MKT 3552 Retailing 3 cr.

Prerequisite: MKT 3501. Store organization, operation, and management; and problems and practices of retailers in buying, selling, control, and promotion.

### MKT 3553 Retailing Cases and Problems 3 cr.

Prerequisites: MKT 3501 and MKT 3552. Advanced course in retailing management using case studies and special projects to examine selected retail organizations and for organizational situations. In a seminar format, principles of retail strategy and organization are applied to retail management decisions.

### MKT 3570 Business-to-Business Marketing 3 cr.

Prerequisite: MKT 3501. The course emphasizes the special nature of marketing to organizations as opposed to individual consumers. These organizations include commercial enterprises, institutions, and government units. Emphasis is placed on providing frameworks which can be used by business marketers to help develop more effective marketing strategies.

### MKT 3580 Advertising 3 cr.

Prerequisite: MKT 3501. Analysis of principal means of promotion. Includes preparation of an advertising campaign and appropriation determination. Brief treatment of personal selling and secondary promotional devices.

### MKT 3590 Topic Seminar in Marketing 3 cr.

Prerequisite: nine hours of marketing Senior standing or consent of department. Topics of current interest in marketing. Topic changes from semester to semester.

### MKT 3591 Independent Study in Marketing 3 cr.

Offered each semester. Prerequisite: MKT 3501 and approval of the directed individual study by the department chair and the supervising professor is required prior to registration. The students

- should refer to the College of Business Administration Policy on Directed Individual Study available in the Marketing Department. This course is arranged individually in order to provide latitude for specialized study and research under the direction of a faculty member. Progress reports, readings, conferences, and a research paper are required. May be repeated once for credit.
- MKT 3595 Academic Year Abroad:**  
**Special Topics in Marketing** 3 cr.  
 This course is only offered through UNO's Academic Year Abroad (AYA) in Innsbruck, Austria and can be repeated once for credit.
- MKT 3599 Senior Honors Thesis** 3 cr.  
 Offered each semester. Prerequisites: MKT 3510 consent of department consent of director of the Honors Program and grade point averages of at least 3.5 in marketing and at least 3.25 overall. Senior honors thesis research in marketing under the direction of a faculty member. Students may earn up to a total of six credits.
- MKT 4400 Marketing Foundations for Managers** 3 cr.  
 An approach to marketing management concepts and practice intended for managerial use. This course is intended to prepare students for graduate study in Business Administration. Emphasis will be placed on familiarizing pre-MBA students with the application of marketing management techniques in business decision-making as it concerns the development and strategic positioning of the firm and its offerings in a competitive environment. Not open to undergraduate students. This course may not be taken for graduate credit. Students may not receive credit for both MKT 3501 and MKT 4400.
- MKT 4520/G Technology and Marketing** 3 cr.  
 Prerequisite: Marketing 3501. This course covers both the impact of new information technologies on traditional marketing and marketing in industries undergoing high levels of technological change. Subject areas such as e-commerce, database marketing, business-to-business marketing, and customer contact management are examined and illustrated in industry settings that emphasize innovation through the development of new technologies. These industries, but are not limited to, communications, information processing, education, entertainment, and health care.
- MKT 4535/G Services Marketing** 3 cr.
- MKT 4536/G Health Care Marketing** 3 cr.  
 Application of marketing principles and concepts to contemporary Health Care Industry issues. This course is specifically designed to introduce Health Care employees to marketing thought and processes and business students to the marketing issues relevant to contemporary management operations in a Health Care environment. Students in MBA program may not enroll in this course.
- MKT 4546/G International Marketing Management** 3 cr.  
 Prerequisites: MKT 3501. A study of the significant aspects of international business operations including the historical development of foreign trade policy and operative problems of international business operations, private and public organizations in foreign trade, and the legal dimensions of foreign trade. Graduate students will not receive credit for both MKT 4546 and 6546.
- MKT 4570/G Distribution Channels** 3 cr.  
 Prerequisites: MKT 3501. Theory and practice of analysis and management of interfirm relationships within the marketing channel. Oriented toward strategic planning, the course examines the scope, environments, and dynamics of channel structure with a strategic planning orientation.
- MKT 4575/G Logistics** 3 cr.  
 Prerequisites: MANG 3402 and MKT 3501. A study of the flow of goods as it relates to the success of the firm. Topics include transportation and storage and their control, information flow, inventory, location theory, and scheduling.
- MKT 4580 Marketing Management** 3 cr.  
 Prerequisite: 12 hours of marketing which must include MKT 3501, MKT 3505, and 3510. Focuses on the steps of marketing planning, which include planning, implementing, and controlling marketing programs. This includes product and brand development, channels of distribution, promotion, and pricing. The course cannot be taken for credit in the M.B.A. program.
- MKT 4585 Marketing Internship** 3 cr.  
 Prerequisite: MKT 3501 and consent of department. The student intern works for ten to twenty hours per week at the sight of a participating organization which directs the intern in a specific marketing project. Students desiring to take this course should apply early. Enrollment is limited by the internships available. This course cannot be taken for graduate credit.
- MKT 4590 Marketing Strategy** 3 cr.  
 Prerequisites: 15 hours of marketing which must include MKT 3501, 3505, 3510, and 4580. Designed to provide the student with a cohesive understanding of managerial decision making in marketing. Emphasizes conceptualizing marketing problems, conducting situation analyses, formulating creative alternatives, and thorough strategy implementation. The course cannot be taken for credit in the M.B.A. Program.
- MKT 6333 Real Estate Finance and Market Feasibility Analysis** 3 cr.  
 Prerequisite: one of the following: FIN 6300, URBN 6165, FIN 4366, or FIN 4368. A survey of the physical characteristics and the market, economic, and financial considerations which enter into the decision process for selecting business locations. Addresses the allocation of land resources among a number of possible revenue-producing uses and the impact of location considerations on the profitability of the firm. An extensive field research project is an integral part of the course.
- MKT 6503 Strategic Marketing Management** 3 cr.  
 Prerequisite: MKT 3501 or MKT 4400 or ENMG 6101 or consent of the department. Students with an undergraduate marketing degree may replace MKT 6503 with an approved graduate marketing elective. Development of the ability to solve marketing problems using the case method. Emphasis is given to the use of data obtained from business firms.
- MKT 6510 Advanced Analysis of Consumer Behavior** 3 cr.  
 Prerequisite: MKT 6503. Theoretical, conceptual, and methodological issues in consumer behavior. Emphasis will be on current publications, breakthroughs, and research.
- MKT 6520 Technology and Marketing** 3 cr.  
 Prerequisite: MKT 6503. This course covers both the impact of new information technologies on traditional marketing and marketing in industries undergoing high levels of technological change. Subject areas such as e-commerce, database marketing, business-to-business marketing, and customer contact management are examined and illustrated in industry settings that emphasize innovation through the development of new technologies. These industries, but are not limited to, communications, information processing, education, entertainment, and health care.
- MKT 6535 Advanced Services Marketing Management** 3 cr.  
 A strategy-oriented seminar dealing with problems of marketing-service businesses (e.g., hotels, restaurants, banks, medical offices, etc.). This course prepares students to properly manage the marketing effort for service businesses using case analyses, exercises, and projects which deal with critical aspects of service, design, and

delivery. Students may not receive credit for both MKT 4535 and MKT 6535.

**MKT 6536 Strategic Marketing Decisions for Health Care Management** 3 cr.  
Prerequisite: MBA foundation. An advanced seminar in Strategic Marketing methods in a diverse health care context. Includes assessment of market opportunities, development and implementation of marketing programs, promotion, market research, and marketing information systems. Special emphasis on marketing in a managed care environment.

**MKT 6546 Advanced Seminar in International Marketing** 3 cr.  
Prerequisite: MKT 6503. An in-depth review of trends and developments in the global marketing environment. Topics covered include import-export, joint ventures as well as international marketing systems and multinational marketing strategies.

**MKT 6555 Marketing Research Methods** 3 cr.  
Prerequisite: QMBE 2786 and MKT 6503. Advanced marketing research methods including experimentation, questionnaire construction, and sampling, used to investigate marketing problems, and design of strategies. Other applications include market position assessment, image studies, product design, advertising effectiveness, and pricing. Elementary and multivariate data analysis methodology will be applied.

**MKT 6575 Logistics** 3 cr.  
Logistics is a value-added process that synchronizes demand and supply in an effort to provide competitive advantage. Emphasis is placed on the strategic importance of customer service/satisfaction within a supply chain management perspective. Specific topics include supply chain strategy, transportation, inventory analysis, warehousing, material handling, and international logistics.

**MKT 6590 Current Topics in Marketing** 3 cr.  
Prerequisite: MKT 6503. An intensive study of selected current topics in marketing. Topics will vary based on contemporary needs as dictated by the discipline as well as the interests of the students and the instructor.

**MKT 6591 Independent Study in Marketing** 3 cr.  
Prerequisite: consent of department. Readings, weekly reports, conferences, and a research paper.

**MKT 6594 Internship in Marketing** 3 cr.  
Prerequisite: 15 hours of MBA courses with at least a 3.0 GPA and consent of the department. The student will work a minimum of 150 hours during the semester at the site of a participating organization that directs the intern in a specific Marketing project. Students must in addition engage in extensive outside research in the subject area related to their internship and submit a substantial report on this research reflecting a graduate level of learning. Enrollment is limited. May not be repeated for credit.

**MKT 6595 Special Topics in Marketing** 1 cr. min./4 cr. max.  
An intensive study of selected special topics in Marketing. Topics will vary based on contemporary needs as dictated by the discipline as well as the interests of the students and the instructor. Section number will correspond with credit to be earned.

