

DEPARTMENT OF MARKETING

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Faculty

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- Marketing, BBA (<https://catalog.sbu.edu/undergraduate/business/marketing/marketing-bba>)

Marketing (MKT)

MKT-301 PRINCIPLES OF MARKETING (3 Credits)

An in-depth analysis of marketing functions. Topics include consumer behavior, product planning, pricing, distribution and promotion.

MKT-301H PRINC. OF MARKETING (HONORS) (3 Credits)

Restrictions: RG.HON

MKT-302 CONSUMER BEHAVIOR (3 Credits)

Examination of theory and recent research concerning buyer decision processes. Interdisciplinary studies of individual, family and organizational purchases behavior are examined. Present and potential applications for marketing in the public and private sector are discussed.

Prerequisite(s): Take MKT-301

MKT-303 SALES MANAGEMENT & PERSONAL SELLING (3 Credits)

Management of the personal-selling function in both industrial and consumer goods firms. Topics include personal selling and marketing strategy; organizational of the sales force; recruiting; training, motivating, compensation and evaluating sales personnel; and controlling the sales effort.

Prerequisite(s): Take MKT-301

MKT-303B SALES MANAGEMENT (3 Credits)

MKT-304 MERCHANDISING (3 Credits)

An investigation of the marketing functions particularly as they apply to the retail level of the distribution system.

Prerequisite(s): Take MKT-301

MKT-304D MERCHANDISING (3 Credits)

MKT-305 CHANNELS OF DISTRIBUTION (3 Credits)

An analysis of the institutional structure of the channel which creates and distributes product assortment to specific markets. Special emphases on decision making in channel design, communication, leadership, conflict and control.

Prerequisite(s): Take MKT-301

MKT-306 INTEGRATED MARKETING COMMUNICATION (3 Credits)

An effective integrated marketing communication strategy is one that has one overall message, but is delivered to consumers in parts, through different channels of communication. Each channel has its own unique advantages and disadvantages, which contribute to which channels deliver which parts of a message. Students in this course will gain knowledge about how integrated marketing communications strategies are developed and implemented. This includes the relationship between an integrated marketing communications strategy and other levels of an institution's strategy; the various roles that exist, from the marketing department to advertising agencies, and research related to development and effectiveness of an organization's integrated marketing communications strategy.

Prerequisite(s): Take MKT-301

MKT-306C ADVERTISING (3 Credits)

MKT-307 PERSONAL SELLING (3 Credits)

Emphasis on personal and professional development, interpersonal skills, verbal and written presentation skills, understanding sales and buying processes, and developing and maintaining customer satisfaction. Topics include developing trust and rapport, consultative selling, prospecting, and territory and account management.

Prerequisite(s): Take MKT-301

MKT-308 DIGITAL & SOCIAL MEDIA MARKETING (3 Credits)

This course provides students with knowledge of how the principles of marketing are brought to digital channels. Search Engine Optimization provides students with the tools they need to manage a website's ranking on search engines and the power of search engine analytics. This is combined with techniques to apply other marketing topics to digital channels such as social media and mobile device marketing.

Prerequisite(s): Take MKT-301

MKT-309 SPORTS MARKETING (3 Credits)

This course exposes students to special considerations necessary when applying marketing theory and practice to the area of sports. Upon successful completion of the course, students are expected to develop a better understanding of sports as a marketable commodity and to appreciate the intricacies of sports marketing.

Prerequisite(s): Take MKT-301

MKT-310 EVENT & SPONSORSHIP MARKETING (3 Credits)

This course investigates two interrelated topics: Event Marketing and Sponsorship. The first half of the course focuses attention on event marketing including event planning, generating revenue and strategic partnerships. The second half of the course focuses on sponsorship including measuring sponsorship's effectiveness, selling sponsorships, and understanding the interrelationships between advertising, sponsorships and celebrity endorsers. In addition, "naturally occurring events" such as the Super Bowl and Olympics will provide case study material for discussion.

Prerequisite(s): Take MKT-301

MKT-311 AMER. ADVERTISING FEDERATION (3 Credits)

This course is built upon a competition (National Student Advertising Competition) that is sponsored by the American Advertising Federation. Each year, a corporate sponsor provides an assignment or case study outlining the history of its product and current advertising situation. The case study is always candid and reflects a real world situation. Students must research the product and its competition, identify potential problem areas and devise a completely integrated communications campaign for the client. Each student team then "pitches" its campaign to a panel of judges. Regional NSAC competitions are held each spring in 15 district throughout the U.S. The team in each district and one wild card team then advances to compete on the national level at the AAF National Conference in June. St. Bonaventure University participates in the competition.

Prerequisite(s): Take MKT-301

MKT-401 BUS. COMMUNICATION (3 Credits)**MKT-402 MARKETING RESEARCH (3 Credits)**

An analytical approach to investigating consumer markets and collecting and analyzing relevant marketing information. Topics include problem definition, data collection methods, questionnaire design, editing and coding, statistical analysis and interpretation and presentation of results.

Prerequisite(s): Take MKT-301 QMX-212

MKT-402B MARKETING RESEARCH (3 Credits)**MKT-405 INTERNATIONAL MARKETING (3 Credits)**

An in-depth analysis of the concepts that involve the marketing operations of multinational markets, foreign corporation and the effect they have on international business.

Prerequisite(s): Take MKT-301

MKT-407 QUANTITATIVE MARKETING MODELS (3 Credits)

The application of management science techniques to marketing problems to assist the students in developing their capacity to understand, build and implement quantitative models.

MKT-410 Contemp. Issues and Topics in Marketing (3 Credits)

This course is the undergraduate marketing capstone. Each week a different topic that is important to contemporary marketing practices and theory will be covered. The course is seminar style, supported by a combination of case studies and applications of the contemporary topics by students to outside-world situations. Students will apply the knowledge they gained throughout the program to these topics and learn how they are interrelated within marketing as well as with other areas of an organization, including other business disciplines.

Restrictions: RG.86+

MKT-498 IND. STUDY (1-3 Credits)

Study of specific topics in marketing carried out independently by the student under the supervision of a faculty member, designed to allow the student to probe areas of specific interest that lie beyond the coverage normally found in regular course offerings.

MKT-498A INDEPENDENT STUDY (3 Credits)**MKT-498B IND. STUDY: FASHION MARKETING (3 Credits)**

Study of specific topics in marketing carried out independently by the student under the supervision of a faculty member, designed to allow the student to probe areas of specific interest that lie beyond the coverage normally found in regular course offerings.

MKT-499 SPECIAL TOPICS IN MARKETING (1-3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

Restrictions: RGC.119

MKT-499A ADVANCED AM. ADVERTISING FED. (1-3 Credits)

Corequisite(s): MKT-301

MKT-499B SPORTS MARKETING (3 Credits)**MKT-499C SP.TOP.EVENT/SPONSORSHIP MKTG (3 Credits)**

Prerequisite(s): Take MKT-301

MKT-499D SP.TOP.PERSONAL SELLING (3 Credits)

Prerequisite(s): Take MKT-301

MKT-499E SP.TOP.AMERICAN AD FEDERATION (3 Credits)

Prerequisite(s): Take MKT-301

MKT-499F INTERNET MARKETING (3 Credits)**MKT-499FM SP TOP. FOOD MARKETING (3 Credits)**

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

MKT-499G BLDG MARKETING WEB SITES (3 Credits)**MKT-499H SPECIAL TOPICS IN MARKETING (1-3 Credits)**

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

Restrictions: RG.HON

MKT-499I SP TOPICS:NAT ACCT MGMT (3 Credits)

Prerequisite(s): TAKE MKT-301

MKT-499IM SP TOPIC: MANAGING INNOVATION (3 Credits)

Corequisite(s): Take MKT-301

MKT-499J NEW PRODUCT DEVELOPMENT (3 Credits)

Prerequisite(s): TAKE MKT-301

MKT-499K SP TOP BRAND MANAGEMENT (3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

MKT-499L SP TOP: MUSIC MARKETING (3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

MKT-499M SP TOP INTERNATIONAL MARKETING (1-3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

MKT-499MA SP TOP:MARKETING ANALYTICS (3 Credits)

Corequisite(s): Take MKT-301 & QMX-212

MKT-499MH SP TOP INTERNATIONAL MARKETING HONORS (1-3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

Restrictions: RG.HON

MKT-499R SP TOPI ADV MKTG RES (3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-402

MKT-499SA SPECIAL TOPICS: SOCIAL MEDIA MARKETING APPLICATIONS (3 Credits)

This course is an application-based course that will train students on how social media marketing is utilized by organizations to build relationships with customers and bring value to the organization. While social media usage is wide-ranging between both consumers and organizations, the ability of an organization to successfully initiate cross platform/channel strategies has been inconsistent. As such, those with the skills to develop engaging social media strategies across platforms will help organizations achieve competitive advantages in the marketplace. These strategies include profile optimization, content development, influencer marketing, advertising, consumer and employee advocacy, crises response initiatives, launch planning and execution, and strategy evaluation through social media analytics.

Corequisite(s): MKT-301 AND MKT-308

MKT-499SM SP TOP. SERVICES MARKETING (3 Credits)

A well-defined course of study in specific topics in marketing that go beyond the regular course offerings.

Prerequisite(s): Take MKT-301

MKT-499T SP TOP. NEW MEDIA MKTG (3 Credits)

Prerequisite(s): TAKE MKT-301

MKT-499Z PERSONAL SELLING (3 Credits)