

MARKETING (MKT)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<http://louisville.edu/bursar/tuitionfee>).

MKT 200. Elements of Marketing 1.5 Units

Prerequisite(s): Admission to the Business Essentials minor program; CIS 100 or CIS 250; MGMT 101.

Description: An introduction to the basic elements of marketing. For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 301. Principles of Marketing 3 Units

Term Typically Offered: Fall, Spring

Prerequisite(s): ECON 201 and ECON 202.

Corequisite(s): CIS 250 or CIS 305.

Description: A study of the behavioral, functional, societal, international, and institutional foundations of marketing, as well as the following marketing mix variables: product, price, promotion, and channels of distribution.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 310. Interactive Retailing 3 Units

Prerequisite(s): MKT 301.

Description: An introduction to managerial aspects of storefront and electronic retailing with an emphasis on decision-making processes by both retail managers and consumers.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 311. Supply Chain Management 3 Units

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: To provide an introduction to supply chain management and to develop an understanding about how firms integrate activities through improved processes and relationships to achieve and maintain a competitive edge.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 320. Retail Management 3 Units

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: This course will cover the fundamentals of retail strategy and management. Topics such as the retail environment, retail market strategy, financial strategy, merchandise management, and store management will be covered. Use of technology in retailing, social responsibility issues, and globalization in the retail industry will be discussed where appropriate. This course will be a useful elective for anyone planning to work in the retail industry.

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MKT 341. Promotion and Brand Management 3 Units

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: This course examines the creation and promotion of a brand. Topics include brand identity and brand management strategy, and in particular how brand identity must be managed to positively affect a company's performance.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 342. Social Media-I 3 Units

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: This course focuses on the use of social media in marketing management and will emphasize the strategic applications of these new technologies rather than the individual social media tools. The course adopts a non-traditional format and, as such, incorporates a variety of pedagogical resources. Class lectures will be supplemented by presentations from social media field experts; online conversations with authors; and six in-class real-time case analyses of prominent local organizations. The highly interactive student centric learning approach will incorporate module presentations given by students. The course will be fast-paced, and students will work individually to complete course assignments.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 345. Direct Marketing 3 Units

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: This course will examine the concepts, strategies, and applications involved in Direct Marketing. Topics include the scope of direct marketing, strategic planning, offer planning and positioning, direct mail, telemarketing, catalogs, and direct response advertising. Marketing applications of concepts will be illustrated through examples and case studies. Social, ethical, and international aspects of direct marketing will be discussed under various topics when relevant.

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<p>MKT 349. Business to Business Marketing Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: A study of the marketing of goods and services to other organizations. Special attention is devoted to the discovery of industrial market needs and their translation into products and services, and development of the industrial marketing mix and its appropriate management. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>	<p>MKT 380. Services Marketing Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: The course focuses on service organizations where the product is not tangible. Topics include understanding and managing the service encounter, service quality, demand balancing, complaint handling, and service recovery. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>
<p>MKT 350. Consumer Behavior Term Typically Offered: Fall, Spring Prerequisite(s): MKT 301. Description: A study of the factors and principles that govern the behavior and decision-making patterns of consumers in the marketplace. Theories from economics, psychology, social psychology, and cultural anthropology are used to enhance our understanding of the consumer. Includes cross-cultural aspects of behavior relevant to international settings. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>	<p>MKT 385. New Product Development Strategy Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: This course deals with new products tools and concepts that are applicable in a variety of settings: consumer goods, business-business goods, services, and high-technology goods. Concentration will be on consumer goods, mainly packaged goods, durables and high-technology goods. Class discussions will cover a wide range of issues such as market definition, idea and concept generation and evaluation, product design and positioning, test marketing and product launch. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>
<p>MKT 352. Social Media-II Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: This course addresses the role of social media in the marketing mix. Students will gain a working knowledge of various social media venues by working with real world organizations, and an understanding of how these venues can be used to achieve marketing and promotional objectives in a for-profit and/or nonprofit organizational environment. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>	<p>MKT 390. Franchising Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: This course deals with the important aspects of starting and managing a franchise business either as a Franchisee or as a Franchisor. Specific attention is placed on the evaluation of franchising opportunities; legal aspects of franchising; the development of appropriate strategies for the successful planning, implementation and launching of a new franchised business. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>
<p>MKT 360. Professional Relationship Selling Term Typically Offered: Fall, Spring Prerequisite(s): MKT 301. Description: This course focuses on the knowledge, skills, and processes required for effective professional relationship selling. Topics covered include understanding organizational purchasing, building trust, communicating effectively, and self leadership. Processes for initiating, developing, and expanding customer relationships are also examined. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>	<p>MKT 396. Zero-Credit Internship-Marketing Grading Basis: Pass/Fail Term Typically Offered: Fall, Spring, Summer Prerequisite(s): MKT 301, good academic standing, and validation through the Ulmer Career Management Center. Description: Application to the zero-credit internship program and completion of orientation processes should be accomplished prior to employment. Students must be Marketing majors. A new workplace experience in an approved Marketing position which offers progression of learning in a level appropriate opportunity for practical application of classroom theory and tools. This program is available to students who have received the maximum number of co-op credit hours for their major. Note: this course is restricted and requires permission from the Ulmer Career Management Center.</p>	<p>0 Units</p>
<p>MKT 370. Global Marketing Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: Emphasizes the formulation of marketing strategies in light of global threats and opportunities. Examines the importance of economic, cultural, political, and technical factors in the international marketing management process. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>3 Units</p>	<p>For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	

<p>MKT 397. Co-op in Marketing I 1-3 Units Grading Basis: Pass/Fail Term Typically Offered: Fall, Spring, Summer Prerequisite(s): MKT 301; university GPA 2.5; validation through the College of Business Co-op Office; Marketing majors only. Description: A new workplace experience in an approved Marketing position which offers a progression of learning in a level appropriate opportunity for practical application of classroom theory and tools. Note: Application to the co-op program and completion of orientation processes should be accomplished prior to employment. Course Attribute(s): CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>MKT 401. Strategic Sales Leadership 3 Units Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: This course focuses on the development and execution of a strategic sales program. Topics covered include sales strategy development, sales organization design, and sales force deployment. Sales leadership activities for developing, directing, and determining sales force effectiveness and performance are also examined. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>MKT 398. Co-op in Marketing II 1-3 Units Grading Basis: Pass/Fail Term Typically Offered: Fall, Spring, Summer Prerequisite(s): MKT 397; university GPA 2.5; validation through the College of Business Co-op Office. Description: A new or continued workplace experience in an approved Marketing position which offers new learning and/or additional responsibilities that continue the student's progression of learning and opportunity for practical application of classroom theory and tools. Course Attribute(s): CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>MKT 406. Purchasing and Supply Mgmt 3 Units Prerequisite(s): MKT 301. Description: The course focuses on identifying, selecting, and evaluating suppliers to enhance the quality and timely delivery of supplies needed within an organization. Other topics include understanding the nature of demand for goods and services within business markets and the process of building relationships with suppliers. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>MKT 399. Co-op in Marketing III 3 Units Grading Basis: Pass/Fail Term Typically Offered: Fall, Spring, Summer Prerequisite(s): Permission of the College of Business Co-op Office. Description: A new or continued workplace experience in an approved Marketing position which offers new learning and/or additional responsibilities that continue the student's progression of learning and opportunity for practical application of classroom theory and tools. Course Attribute(s): CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>MKT 412. Logistics and Physical Distribution 3 Units Term Typically Offered: Occasionally Offered Prerequisite(s): MKT 301. Description: An integrated study of all functional areas of logistics and physical distribution including supply chain management. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p> <p>MKT 441. Marketing Research 3 Units Term Typically Offered: Fall, Spring Prerequisite(s): MKT 301; CIS 300 or CIS 305; Completion of at least 75 hours prior to enrollment; Marketing majors only. Description: Scope of marketing research, experimentation, research design, questionnaire construction and scaling problems, sampling methods, data collection and analysis, functional research needs and applications. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>

MKT 460. Integrative Marketing Strategy - CUE **3 Units**

Term Typically Offered: Fall, Spring

Prerequisite(s): MKT 350; MKT 441; FIN 301; MGMT 301; MGMT 401 and CLAW 301 (MGMT 401 and/or CLAW 301 may be taken as prerequisites or concurrently); completion of at least 80 credit hours prior to enrollment.

Description: An integrative capstone course with focus on the use of critical and analytical thinking to develop and apply effective marketing strategies. Course will require knowledge of Management and Financial concepts to be able to discuss and evaluate comprehensive marketing strategies.

Note: MGMT 301, CLAW 301, FIN 301, and MGMT 401 requirements may not apply to students admitted prior to Summer 2011.

Course Attribute(s): CUE - This course fulfills the Culminating Undergraduate Experience (CUE) requirement for certain degree programs. CUE courses are advanced-level courses intended for majors with at least 90 earned credits/senior-level status., CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.

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MKT 465. Advanced Professional Relationship Selling **3 Units**

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 360.

Description: This course builds on knowledge and skills learned in MKT 360. The course centers on advanced effective communication skills for the sales professional in building and sustaining business relationships.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 490. Special Topics in Marketing **1-3 Units**

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: A variety of contemporary topics in marketing will be studied. Course content may vary each semester but will not duplicate other course offerings.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

MKT 499. Independent Study in Marketing **1-3 Units**

Term Typically Offered: Occasionally Offered

Prerequisite(s): MKT 301.

Description: Written proposal must be sponsored by at least one faculty member and approved by the Department Chair. Course details must be worked out between the student and the sponsoring faculty member.

Note: Faculty members and/or Departmental Chair may require additional prerequisites to be satisfied prior to approval of the independent study.

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MKT 525. Distribution Management **3 Units**

Description: Examines the flow of goods and related information from sources of supply to sources of demand with primary emphasis on inventory management, warehousing, transportation, customer service, and network configuration.

Note: This course does not fulfill credit for MBA.

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MKT 527. Logistics Management **3 Units**

Prerequisite(s): MKT 525 and ACCT 526.

Description: Examines skills required for effective logistics management including leadership, contracts, and decision-making.

Note: This course does not fulfill credit for MBA.

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