Department of Marketing

Professor David L. Mothersbaugh, Department Head
Office: 109 Alston Hall

The Marketing Department at Culverhouse is for students whose interest is in the customer interface in either an industrial (business to business) or consumer (business to consumer) setting. Marketing is the process by which businesses communicate their intrinsic value to customers and other businesses. Marketing majors learn how to communicate value to customers, win customer trust and maintain and enrich customer relationships by delivering world-class products and services; and they apply this knowledge through real-world projects. Success in the marketplace requires firms to develop and execute marketing strategies that consider such factors as customers, competitors, economic conditions and global opportunities. In support of a firm’s customer-focused mission, marketers engage in such activities as professional selling, services marketing, new product development, supply chain management, global marketing and social media marketing, as well as the research and strategic planning activities that undergird all activities in today’s data-driven economy.

The Marketing faculty is dedicated to student success. They bring real-world corporate experience to the classroom, and our programs are designed to enhance the student-corporate interface through on-campus corporate visits, internships, mentoring opportunities and jobs.

Majors
- Marketing

Specializations
- Global Business
- Professional Sales
- Services Marketing

Major in Marketing

Faculty Advisors: Mothersbaugh, Calamusa, Ellinger, Lacek, Rapp, Reynolds, Richey

Marketing is primarily concerned with two main concepts: the identification and assessment of consumer and industrial market needs, and the development of marketing programs to satisfy those needs. Marketing personnel in profit and nonprofit organizations analyze markets and industries to define new opportunities and refine existing opportunities. Marketers also are responsible for developing and managing products and services, along with promotion, distribution and pricing appropriate to the targeted market opportunities. Students who major in marketing enjoy a wide range of employment opportunities. These include sales and sales management, services marketing, retailing, brand management, market research, distribution and logistics and advertising.

Marketing Hours

- A minimum grade of C- is required for each course.
- MKT 313 Consumer Behavior 3
- MKT 337 Personal Selling 3
- MKT 410 Managing Innovation 3
- MKT 411 Supply Chain Management 3
- MKT 473 Marketing Research 3
- MKT 487 Strategic Marketing 3

Total Hours 18

Prerequisites

In addition to completing the specific prerequisites included in the descriptions of the following courses, all students seeking to enroll in 300- or 400-level courses in the Culverhouse College of Commerce must have earned a minimum of 60 credit hours.

All Commerce students, prior to registering for any 300- or 400-level Commerce course, must complete or be enrolled in the following courses (or their equivalents): AC 210, EC 110, EC 111, LGS 200, MATH 121 or 125, and ST 260. Failure to complete these prerequisites prior to attempting a 300- or 400-level Commerce course will result in administrative disenrollment from that course.

Specializations in Marketing

Global Business

The globalization of business is a critical reality to those operating in the modern business world. Understanding cross-cultural differences in markets and business practices and adopting a global competitive mindset is critical to the success of today’s business leaders. The global business specialization is designed for students who are interested in entering the global arena. This program is designed for students of any major, with electives that span such areas as marketing, management, economics and finance. Due to the nature of global business, this specialization requires 26 total hours, including an overseas study component, plus two years of a foreign language of the student’s choice.

Global Business

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>IBA 350</td>
<td>Introduction to World Business</td>
<td>3</td>
</tr>
<tr>
<td>IBA 351</td>
<td>Multinational Business Communication</td>
<td>3</td>
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<tr>
<td>Approved Study Abroad Elective</td>
<td>3</td>
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Language requirement: two years (four semesters) of one foreign language

An approved non-CBA International elective course or one of the following electives:

<table>
<thead>
<tr>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>IBA 455</td>
<td>Global Marketing</td>
<td>3</td>
</tr>
<tr>
<td>IBA 460</td>
<td>Export/Import Management</td>
<td></td>
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<tr>
<td>EC 430</td>
<td>International Trade</td>
<td></td>
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<tr>
<td>EC 442</td>
<td>Economic Development of Latin America</td>
<td></td>
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<tr>
<td>EC 431 or International Finance</td>
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<td></td>
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<tr>
<td>FI 431</td>
<td>International Finance</td>
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Total Hours 24-26

Professional Sales

Sales is a program of preparation for students that want to fast-track their business careers. This concentration provides (1) practical application of sales and self-preservation techniques, (2) access and exposure to business recruiters from Fortune 100 companies, and (3) valuable persuasion and communication skills that can be used to advance any career in business. Professional Sales is a career that is very much in demand. There are still more job openings than qualified applicants. Also, the benefits and compensation packages for Professional Sales positions make it one of the highest paid fields in marketing.

Professional Sales Hours

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<thead>
<tr>
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<tbody>
<tr>
<td>MKT 337</td>
<td>Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKT 437</td>
<td>Advanced Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKT 438</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 439</td>
<td>Key Account Management</td>
<td>3</td>
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Total Hours 12

Services Marketing

Services are now a major driver of the U.S. and world economy. Therefore, marketing and management in the areas of people, business process and the design of physical space are of great importance. The ability to understand, map, design and re-design business service processes, flow and physical space across the value chain is critical, as is the ability to manage service employees and teams. Services marketing is a specialization designed for students interested in working in and managing teams of people to analyze, develop and deliver world-class service, manage customer relationships and work cross-functionally with other aspects of the organization such as sales, logistics and operations.

Services Marketing Hours

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<tr>
<th>Course</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>MKT 376</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 476</td>
<td>Services Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 477</td>
<td>Advanced Services Marketing</td>
<td>3</td>
</tr>
</tbody>
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Total Hours 9

Faculty

Chair
David L. Mothersbaugh

Professors
- Authur W. Allaway
- Sharon E. Beatty
- Alexander E. Ellinger
- George R. Franke
- Robert M. Morgan
- Kristy E. Reynolds
International Business Administration (IBA) Courses

Broad introduction to international business providing students with an overview of the terms and concepts key to a better understanding of the complex business environment across the world’s interrelated economies.
Prerequisite(s): EC 110 and EC 111.

IBA 350. Introduction to World Business. 3 sem. hrs.
This course examines the conduct of business across national boundaries and the impact of different cultures on business practices.
Prerequisite(s): MKT 300 or MKT 300.

IBA 351. Multinational Business Communication. 3 sem. hrs.
A study of the principles and practices of intercultural business communication, written, and personal. The course requires substantial reading. The focus is on making students aware of the sources of common intercultural business communication problems, and on helping them develop strategies to avoid or correct these problems.
Prerequisite(s): MGT 300 or MKT 300.

IBA 455. Global Marketing. 3 sem. hrs.
A course in marketing theory and methods as they apply to world markets. Among the topics discussed are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.

IBA 460. Export/Import Management. 3 sem. hrs.
This course includes a thorough examination of the export-import management process and highlights its importance in international business strategy.
Prerequisite(s): IBA 350.

IBA 497. Special Topics: Independent Study. 3 sem. hrs.
This course offers faculty a chance to present topics of interest to themselves and to students with interests in international business.

Marketing (MKT) Courses

MKT 300. Marketing. 3 sem. hrs.
A survey course that describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, industrial, institutional, and governmental markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promoting, and distributing goods and services in business and nonprofit contexts.

MKT 310. Principles of Social Media. 3 sem. hrs.
A survey of interactive, electronic media and technology that enable organizations to 1) acquire products, services and materials from suppliers, 2) market goods and services to customers, 3) allow members of the organization to communicate with each other, and 4) monitor the external environment. Students develop e-commerce-related skills to design and execute a firm’s marketing efforts, including Web project management, electronic market development and management, Web-enabled selling, and other emerging areas of marketing.
Prerequisite(s): MKT 300.

MKT 313. Consumer Behavior. 3 sem. hrs.
Analysis of the basic processes underlying buyer behavior. Various factors are examined, including external influences (e.g., culture, reference groups, family) and internal influences (e.g., perceptions, attitudes, personality). Primary emphasis is on final consumers with a secondary emphasis on the external and internal influences affecting organizational buyers.
Prerequisite(s): MKT 300.

MKT 321. Retail Management. 3 sem. hrs.
Analysis of existing generalizations and principles related to the economic and social role of retailing; competitive strategies; efficiency in retailing; and essential concepts for retail management.
Prerequisite(s): MKT 300.

MKT 334. Impression Management Behavior Lab. 1 sem. hr.
The class teaches students how to effectively apply the persuasion and impression management theory so that they can effectively influence individuals and others.
Prerequisite(s): MKT 300
Prerequisite(s) with concurrency: MKT 300.

MKT 337. Personal Selling. 0-3 sem. hrs.
Introduction to successful selling practices and principles through presentation, discussion, role playing, and workshops. Includes principles of prospecting, establishing rapport, generating curiosity, being persuasive, creating desire, handling objections, and closing.
Prerequisite(s) with concurrency: MKT 300.

MKT 344. Promotional Management. 3 sem. hrs.
Intensive investigation underlying ideas, principles, and concepts that may be used to inform consumers of the availability and attributes of products and services. The course includes comprehensive overview of promotional and sales management activities and tactics.
Prerequisite(s): MKT 300.

MKT 371. Site Selection Marketing Analysis. 3 sem. hrs.
This course is designed to introduce students to the study of business and consumer markets from a geographic or a spatial perspective. Geography plays a huge role in marketing, including location decisions for business, marketing strategies and promotional efforts. New data sources that combine marketing and geography are available that help businesses better understand their opportunities and threats. Developers, builders, franchisers, retailers and advertisers hire people with marketing geography skills. The field introduces students to a specialized set of techniques which combine the theories of economic geography with those of strategic and marketing management. Students will learn techniques which will make them much more marketable to businesses and other organizations which make location decisions and/or develop marketing strategies and spatially defined markets.
Prerequisite(s): MKT 300.

MKT 376. Services Marketing. 3 sem. hrs.
To understand the basic concepts and principles surrounding services marketing and management including processes, people, and physical evidence.
Prerequisite(s): MKT 300.

MKT 385. Marketing Information Systems. 3 sem. hrs.
Introduces students to the types of information systems used in marketing as well as develop the basic analytical skills necessary to use the output from such systems. The course has a decision-making focus and will survey the tools available for marketing decision making. Computing proficiency is required for a passing grade in this course.
Prerequisite(s): MATH 112 and MATH 121; or MATH 115 and MATH 125; or MATH 121; or MATH 125; or MATH 126; or MATH 131; and EC 110 and EC 111 and CS 102 and AC 210 and ST 260 or ST 250 and ST 251; and LGS 200.

MKT 410. Managing Innovation. 3 sem. hrs.
Systematic examination of product policy and of the major concepts, methods, and strategies involved in decision making in the course of developing new products. Techniques and criteria used to identify and implement new products and services are examined in depth. Consideration is given to issues and strategies involved in the management of mature products.
Prerequisite(s): MKT 300.

MKT 411. Supply Chain Management. 3 sem. hrs.
Supply chain management encompasses the design and administration of the systems of suppliers and distributors that collectively provide for the exchange of title, physical movement, and storage activities in marketing. The scale and complexity of supply chain relationships are escalating as firms strive to enhance interorganizational effectiveness and efficiency. This course examines the role of manufacturers and intermediaries in channel strategies and the scope, methods, problems, and opportunities of systemic supply chain coordination.
Prerequisite(s): MKT 300.
MKT 422. Supply Chain Strategy. 3 sem. hrs.
Logistics is a system-based concept requiring the effective coordination of the flow of materials and goods from the point of origin to the end user. This course explores the key marketing tasks necessary to achieve an efficient logistics network: transportation, warehousing and materials handling, inventory management, forecasting, information and order processing, and simulation/modeling.
Prerequisite(s): MKT 300 and MKT 411.

MKT 437. Advanced Selling. 3 sem. hrs.
The purpose of the course is to enhance communication and selling skills. Focus will be on the account management principles and the processes used to develop account and long term relationships with major accounts. Live selling situations will be used to practice skills.
Prerequisite(s): MKT 337.

MKT 438. Sales Management. 3 sem. hrs.
This course builds on the basic sales process taught in Personal Selling (MKT 337) by focusing on Account Management and Team Management. Through class discussion and an Account Plan project, students gain an understanding of customer partnerships, business management, and sales team development. The concept that sales managers must both implement and facilitate corporate marketing plans is pervasive through the course.
Prerequisite(s): MKT 300
Prerequisite(s) with concurrency: MKT 337.

MKT 439. Key Account Management. 3 sem. hrs.
To understand and practice the science of managing customer lifecycles; including account sourcing, analysis, categorization, strategic planning, tactical development and implementation.
Prerequisite(s): MKT 337 Personal Selling.

MKT 473. Marketing Research. 3 sem. hrs.
Designed to prepare the student to be an informed, effective user of marketing research. Provides an overview of research techniques available for collecting information to answer specific research questions. Therefore, the orientation of the course is managerial.
Prerequisite(s): MKT 300.

MKT 476. Services Management. 3 sem. hrs.
To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.
Prerequisite(s) with concurrency: MKT 376.

MKT 477. Advanced Services Marketing. 3 sem. hrs.
To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.
Prerequisite(s): MKT 376, MKT 476.

MKT 487. Strategic Marketing. 3 sem. hrs.
Analysis of marketing problems as they relate to the managerial functions of planning, organizing, and controlling marketing.
Prerequisite(s): MKT 313
Prerequisite(s) with concurrency: MKT 473.

MKT 488. Marketing Field Study. 3 sem. hrs.
Working with a client firm, students apply (in a practical setting) the skills and knowledge they have acquired and build new skills in project management.
Prerequisite(s): MKT 300.

MKT 491. Independent Study. 1-3 sem. hr.
Students may earn degree credit for only one independent study course (491).
Prerequisite(s): MKT 300.

MKT 492. Internship. 1-3 sem. hr.
Students are selected through a competitive process for assignments in approved business or public sector organizations. The internship is administered through the C&BA Office of Student Services.
Prerequisite(s): MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and CS 102 and LGS 200 and AC 210 and AC 201 and AC 202; and ST 260 or ST 250 and ST 251.

MKT 493. Special Topics in Marketing. 3 sem. hrs.
Courses that offer the faculty a chance to present topics of interest to themselves and to marketing students.
Prerequisite(s): MKT 300.