

MARKETING DEPARTMENT UPPER-DIVISION ELECTIVES FOR UNDERGRADUATE STUDENTS

(*For Marshall students pursuing a Marketing Emphasis, you must complete 12 units of upper-division electives – typically 3 classes.)

Course Number	Course Title	Course Description
MKT 402	Introduction to Marketing Analytics	<i>Apply marketing research techniques and frameworks to collect data, conduct statistical analysis, and develop actionable insights to support marketing decisions.</i>
MKT 404	Happiness & Wellbeing in the Marketplace	<i>Examine happiness and wellbeing in consumer culture. Integrate insights from various fields (e.g., psychology, sociology, policy) into discussions about business, individual wellbeing, and societal welfare.</i>
MKT 405	Advertising and Promotion Management	<i>Examine the role of advertising in the marketing mix: consider various objectives and components of a strategic plan (including situation analysis, research, creative processes, media selection, and sales promotion).</i>
MKT 406	Practicum in Advertising and Promotion Design	<i>Gain real-life marketing experience as a member of a student-managed agency. Work with a client organization on the design of an advertising/promotions campaign. Requires market research, creative design, implementation planning, and client presentation.</i>
MKT 410	Professional Selling	<i>Learn the principles of business-to-business selling and its function in marketing strategy and the marketing mix; explore professional selling as a career option.</i>
MKT 415	Sales Force Management	<i>Learn about managing the selling function as part of the marketing mix; planning, implementing, and controlling sales force operations; critical issues in selecting, training, compensating and supervising salespeople.</i>
MKT 425	Marketing in a Digital World	<i>Explore the changing world of the connected consumer. Gain introductory knowledge about consumers online, social media, and mobile behavior.</i>
MKT 430	Retail Management	<i>Examine the functions of retail management including location, buying, merchandise management, layout, pricing, and promotion; application of concepts to various retail institutions.</i>
MKT 440	Marketing Analysis and Strategy	<i>Synthesize concepts and applications relating to the analysis of market opportunities and the development of product, promotion, distribution, and pricing strategies.</i>
MKT 445	New Product Development and Branding	<i>Examine how new product ideas are developed, test marketed, and, ultimately, brought to the marketplace. Discuss why new products fail and how brand images are managed in the marketplace; legal aspects of brand management are also addressed.</i>
MKT 446	Practicum in New Product Development	<i>Gain experience in a student-managed product team. Work with a R&D organization to design a new product or technology. Involves market research and implementation planning.</i>
MKT 450	Consumer Behavior and Marketing	<i>Examine diverse consumers' behavior, including their acquisition, usage, and disposition of products; explore the psychological, social, and cultural influences that affect consumers' decisions.</i>
MKT 461	Marketing Blockbuster Entertainment	<i>Examine the business of creating, marketing, and managing massive entertainment franchises in movies and television with reference to video games and toys.</i>
MKT 465	Global Marketing Management	<i>Learn about the product and service mix in multinational businesses; examine promotional opportunities, channels of distribution, pricing policies, regulations, issues and sources of information.</i>
BUAD 494	Honors Research Seminar in Marketing	<i>Conducting research and write a thesis related to marketing under the supervision of a faculty adviser.</i>
MKT 499	Special Topics	Current and innovative classes being added and offered – check for new sections every semester!