Marketing

The mission of the Marketing Department is to deliver an excellent marketing program that prepares our students for successful careers and leadership roles in business and society. We are committed to provide a program that develops a rich understanding of marketing concepts and improves managerial abilities in the most exciting areas of marketing. We provide high quality, high value education to advance the professional aims of our students in the competitive and dynamic local, national and international environments. Our faculty conducts research on cutting edge issues and real-world problems. We integrate into our curricula the latest and most relevant marketing theories and industry practices. And we partner with the St. Louis community to promote the economic development of the whole region and the State of Missouri.

COBA's Marketing Department offers the Bachelor of Science in Business Administration (BSBA) and the Master of Business Administration (MBA) degrees. Students can also earn a minor in Marketing, a Minor in Transportation Studies, and a Graduate Certificate in Digital and Social Media Marketing. In response to the market's evolving needs, starting this year, the Department offers a distinct Tracks in Digital and Social Media Marketing. Marketing faculty will also play important roles in the new Doctor of Business Administration (DBA) program, teaching required courses and supervising theses.

As part of the College, the Department is accredited by the top accrediting body for higher education business programs: the Association to Advance College Schools of Business (AACSB).

Degrees

Business Administration BS, Marketing Emphasis (http://bulletin.umsl.edu/programs/business-administration-bs-marketing-emphasis)

Business Administration MBA, Marketing Emphasis (http://bulletin.umsl.edu/programs/business-administration-mba-marketing-emphasis)

Certificates

Digital and Social Media Marketing Graduate Certificate (http://bulletin.umsl.edu/programs/digital-and-social-media-marketing-graduate-certificate)

Marketing Management Graduate Certificate (http://bulletin.umsl.edu/programs/marketing-management-graduate-certificate)

Minors

Digital Marketing Communications Minor (http://bulletin.umsl.edu/programs/digital-marketing-communications-minor)

Marketing Minor (http://bulletin.umsl.edu/programs/marketing-minor)

Affiliated Interdisciplinary Programs

Transportation Studies Minor (http://bulletin.umsl.edu/programs/transportation-studies-minor)

Courses

MKTG 3700 Basic Marketing: 3 semester hours
Prerequisites: ECON 1001, Junior standing and a 2.0 overall GPA. An examination of the character and importance of the marketing process, its essential functions and the institutions performing them. Attention is focused on the major policies (such as distribution, product, price, and promotion) which underlie the multifarious activities of marketing institutions and the managerial, economic, societal implications of such policies.

MKTG 3710 Consumer Behavior: 3 semester hours
Prerequisites: MKTG 3700, and a minimum overall GPA of 2.0. A study of such consumer functions as decision-making, attitude formation and change, cognition, perception, and learning. The marketing concepts of product positioning, segmentation, brand loyalty, shopping preference and diffusion of innovations are considered in context with the environmental, ethical, multicultural and social influences on an increasingly diverse American consumer.

MKTG 3720 Management of Promotion: 3 semester hours
Prerequisite: MKTG 3700 and a 2.0 overall GPA. A study of the design, organization and implementation of the marketing "communications mix". Various methods such as advertising, personal selling, and publicity are analyzed as alternatives for use alone, or in combination to stimulate demand, reseller support, and buyer preference. Particular topics considered include: media selection, sales promotions, packaging, selling strategy and their relationships in the promotion process.

MKTG 3721 Introduction to Digital Marketing Strategies: 3 semester hours
Prerequisites: MKTG 3700 and a minimum campus GPA of 2.0. This course explores the world of digital media marketing and how it impacts and is integrated along with our traditional marketing channels. It explores how the balance of power has shifted between brands and consumers. Consumers are becoming more active in the marketing process and in influencing how brands communicate with them. This course explores the latest digital marketing trends, how to build a strong website from an organic perspective, search strategies for success, website intelligence and tracking using Google Analytics, retaining customers via Email marketing, online display advertising, and developing an integrated marketing plan.

MKTG 3722 Introduction to Social Media Marketing: 3 semester hours
Prerequisites: MKTG 3701. In this course, students will learn how to create a brand presence on social networks, understand the differences between earned and paid media, be introduced to the various tools (free and paid) used to listen and engage with consumers, discuss how brands manage healthy communities, and learn techniques used by social media managers to identify influencers. Students will also learn how to create various forms of content for consumption by consumers on these platforms including livestreaming, video, blogs, podcasts, memes, and more. Students will support the College of Business social media platforms via content creation, curation, production and distribution.
MKTG 3731 Digital and Social Media Marketing Lab (Internship): 3 semester hours
Prerequisites: MKTG 3700, MKTG 3720, MKTG 3721 and MKTG 3722. In this course, students will be partnered with various St. Louis not-for-profits and startups. Students will assist these companies with their digital and social media strategies and plans. Students will conduct specific digital and social media project tasks including, among others, managing social media content and pushes, creating a social media presence, creation of a social media playbook, search engine marketing, paid search, web analytics and dashboard creation, landing page design, assisting in the build of a WordPress blog. This class will give students hands-on experience in the field of digital and social media marketing. Please contact instructor for specifics regarding the schedule for a given semester.

MKTG 3738 Advertising Technique: 3 semester hours
Same as MEDIA ST 3338. Prerequisites: MEDIA ST 1100 or MKTG 3700 or consent of instructor. Techniques for creating advertising messages and campaigns to reach target audiences. Focus on the process of persuasion, importance of advertising in modern economics, rationale for company advertisement, evaluation of advertising effectiveness, and assessment of advertising myths and truths. Practical application of messages and campaigns will be stressed.

MKTG 3740 Marketing Analysis: 3 semester hours
Prerequisites: INF/SYS 1800, MKTG 3700, SCMA 3300, and a 2.0 Overall GPA. An investigation of the acquisition, presentation, and application of marketing information for management. Particular problems considered are defining information requirements, evaluating research findings, and utilizing information. Statistical methods, models, and/or cases are employed to illustrate approaches to marketing intelligence problems, such as sales forecasts, market delineation, buyer motives, store location, and performance of marketing functions.

MKTG 3750 Sales Management: 3 semester hours
Prerequisites: MKTG 3700 and MGMT 3600. (MGMT 3600 may be taken concurrently). Also a minimum campus GPA of 2.0. the aim of this course is to provide an understanding of how selling is critical to the success of marketing. The course will promote critical thinking skills as well as practical selling skills needed in a competitive marketplace. Course topics include, among others, selling principles & techniques, understanding of the tasks and roles of the sales manager, the management of sales professionals within an organization, developing and applying effective persuasive communications, creating a vision, developing and implementing a sales-team strategy, structuring sales-force, designing and assigning territories, recruiting, training, motivation and evaluating salespeople, methods of compensation, and forecasting sales. The emphasis will be on ways the sales-force can be molded to build long-lasting relationships with customers through the systematic analysis and solution of customer’s problems.

MKTG 3751 Personal Selling: 3 semester hours
Prerequisites: Junior standing and MKTG 3700, or instructor consent. This course presents the business-to-business and customer-focused selling processes and their application through discussion, role-play, individual and group activities. Essential skills such as the appropriate use of communication tools, effective time-management and an understanding of various selling environments are also incorporated into the course.

MKTG 3760 Business to Business Marketing: 3 semester hours
Prerequisites: MATH 1105, MKTG 3700, 2.0 overall GPA and Senior standing. A study of the nature of the business-to-business (organizational) marketplace, concentrating on those aspects that differentiate it from consumer markets. The major focus of the course is marketing strategy, starting with analysis of the market wants and segments, concepts of pricing, the distribution arrangements, and buyer/seller relations. In this last area, consideration will be given to service, personal selling, sales promotion, and advertising, as found in the organizational marketplace. At all times emphasis is given to relating business-to-business marketing strategy to basic concepts in underlying business disciplines. Lectures and case discussions are used heavily in the course.

MKTG 3765 Sports Marketing: 3 semester hours
Prerequisite: MKTG 3700. This course is a study of how the principles of marketing are applied in the sports industry. The course examines the marketing of sports, teams, athletes, etc., as well as the use of sports to market products (e.g., sponsorship and promotional licensing).

MKTG 3770 Introduction to Transportation: 3 semester hours
Same as SCMA 3370. Prerequisite: A minimum campus GPA of 2.0. This course provides an overview of the transportation sector, including history, providers, users, government regulation, and the central role of transportation in supply chain management. The course covers the importance of domestic and global transportation, the operational aspects of the various transportation modes (rail, water, motor, air, and pipeline), the role of transportation intermediaries, the demand and supply of transportation, and the managerial aspects of transport in both the commercial and urban environment.

MKTG 3771 Traffic and Transportation Management: 3 semester hours
Same as SCMA 3371. Prerequisites: SCMA 3370 or MKTG 3770, and a minimum campus GPA of 2.0. This course focuses on transportation management as a function of a firm’s logistics and supply chain strategy. The course covers the management of the various transportation modes (rail, motor, air, water, and pipeline), strategic use of transportation intermediaries such as 3PL’s, and linkages between transportation and warehousing. This course is designed to provide a basic understanding of the issues and work performed by transportation managers, including costing and pricing, transportation procurement, transportation technology, and cross border trade management.

MKTG 3776 Transportation Security and Risk: 3 semester hours
Same as SCMA 3376. Prerequisites: SCMA 3370 or MKTG 3770, and a minimum campus GPA of 2.0. This course emphasizes risk and security issues related to transportation systems and supply chains, including highway, aviation, pipeline, waterway, transit, and rail networks, as well as port facilities. This course also provides an overview of transportation safety issues including passenger and employee safety, and hazardous materials. It addresses transportation and supply chain risk management and continuity strategies to prepare for, and respond to, disruptions as from terrorism events or natural disasters.

MKTG 3777 Aviation Business: 3 semester hours
Prerequisites: Junior standing or consent of instructor. This course addresses the development of aviation from the early 20th century through today, including significant aviation events, individuals, companies and aircraft. This course focuses on the administrative aspects of airline operations and management, aviation regulation and deregulation, commercial organizations and firms, as well as current industry trends. This course is not offered for graduate credit.
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**MKTG 3780 International Marketing: 3 semester hours**
Same as INTL BUS 3780. Prerequisites: MKTG 3700 and a 2.0 overall GPA. Marketing management problems, techniques and strategies needed to apply the marketing concept to the world marketplace. Understanding a country's cultural and environmental impact on the marketing plan is emphasized, as well as competing in markets of various cultures. Worldwide consumerism, economic and social development, the spread of multinational corporations, business ethics, and current economic and marketing issues are examined.

**MKTG 3785 Women in International Entrepreneurship: 3 semester hours**
Prerequisites: MKTG 3700; MKTG 3780 or INTL BUS 3780; and Junior standing. This course is an integration of international business and entrepreneurship, with a focus on women entrepreneurs. It is designed to help students learn how entrepreneurs create and grow their ventures internationally. We will examine how entrepreneurs search, evaluate, and exploit opportunities across national boundaries to market goods and services effectively. We will explore the unique circumstances faced by women entrepreneurs and the appropriate strategies developed in order to sustain international growth.

**MKTG 3787 Marketing in the European Union: 3 semester hours**
Same as INTL BUS 3787. Prerequisites: MKTG 3780 or instructor's permission. The European Union (EU) is both a major customer and major competitor of the United States. The inclusion of many of the Eastern European countries into the EU has added another challenge to our ability to trade in this area. The better we understand the people, institutions and policies of the EU, the better positioned we will be to conduct business effectively. This course will emphasize understanding the institutional structure that unites the European Union as well as the cultural and political diversity of its members, and provide insights into how business activity functions in the European Environment.

**MKTG 3790 Internship in Marketing: 1-3 semester hours**
Prerequisites: A minimum campus GPA of 2.0; one must have completed and/or be currently enrolled in at least 6 credit hours of Marketing electives and have consent of supervising marketing instructor and Area Coordinator. A Business College GPA of 2.5 is also required. Students are employed in the field of Marketing where they apply the knowledge and skills learned in the classroom. Professional development and obtaining specialized work experience are primary goals. A Marketing faculty member will monitor the student's program with the student providing a formal written report at the end of the project. MKTG 3790 may be counted toward the minimum credit hours of marketing electives required for a marketing emphasis.

**MKTG 3795 Special Administration Problems - Marketing: 1-10 semester hours**
Prerequisite: To be determined each time the course is offered and to include a minimum 2.0 overall GPA. Study of selected special problems in business and administration. May be repeated for credit with different topics.

**MKTG 3798 Seminar in Marketing: 1-3 semester hours**
Prerequisite: To be determined each time the course is offered and to include a minimum 2.0 overall GPA. This course is a selected special topic in the field of marketing. May be repeated for credit with different topics.

**MKTG 3799 Independent Study in Marketing: 1-3 semester hours**
Prerequisites: Minimum campus GPA of 2.0 and approval by the supervising professor and the area coordinator. Special individual study in marketing under the supervision of a full-time marketing faculty member.

**MKTG 4700 Marketing Management: 3 semester hours**
Prerequisites: MATH 1105, MKTG 3700, three other marketing elective courses, senior standing, and a 2.0 campus GPA. An intensive analysis of major marketing decisions facing the firm, such as level, mix, allocation, and strategy of marketing efforts. Specific decision areas investigated include market determination, pricing, physical distribution, product policy, promotion, channel management, and buyer behavior. Competitive, political, legal, and social factors that may affect such areas of decisions are discussed. Cases, models, and problems are used heavily.

**MKTG 5700 Contemporary Marketing Concepts: 3 semester hours**
Prerequisite: BUS AD 5000. Designed for students with no prior course work in the field of marketing. A wide spectrum of marketing institutions and activities is covered. The impact of marketing on the total firm, the economy, and society in general is assessed. The course is intended to develop and organize the fundamental marketing concepts necessary to an analytical study of consumer behavior, the economic environment and four managerial aspects of marketing. The acquisition and utilization of marketing research data for problem solving is stressed. Relation and integration of basic marketing knowledge to the successful development of sound marketing policy, planning, and strategy is developed.

**MKTG 5701 Marketing Planning and Strategy: 3 semester hours**
Prerequisite: MKTG 5700. Emphasizes the development of a total marketing program through an analytical study of the marketing-mix, the diagnosis of the business situation, along with the influence of exogenous variables and the development of an effective overall marketing strategy. Stresses importance of an integrated marketing plan and utilizes modern decision-making tools. Supplementary readings, journal articles, and current periodicals are used to place the theoretical framework of the course into the contemporary environment of the market place.

**MKTG 5710 Consumer Motivation and Behavior: 3 semester hours**
Prerequisite: MKTG 5700. An analysis of the socio-psychological foundations of consumer behavior including personality differences, needs and wants, status symbols, social change and mobility, fads and fashions. Consumer spending and saving habits, product preferences, leisure-time patterns, shopping behavior and motivation research also are examined for their impact on advertising, selling and marketing management.

**MKTG 5721 Digital Marketing Strategies and Measurement: 3 semester hours**
Prerequisites: MKTG 5700. Most every business today needs a digital marketing strategy to engage with current customers and attract new. Consumers are changing the way they communicate with and research brands. Brands are changing the way they promote and engage with consumers. We are embracing digital technologies to communicate in ways that were inconceivable just a few short years ago. We have shifted our attention from traditional media marketing to internet, wireless devices, and other digital platforms. In this course you will assess the various marketing channels; the importance of establishing a social media strategy; understand the digital trends that are shaping the future; experiment with today's cutting edge digital marketing tools (licensed and free) including Adobe SiteCatalyst, Radian6, Lithium, Alexa, and Hootsuite to name a few; learn how to develop a digital marketing plan; how we define key performance indicators (KPI's); techniques used to measure the ROI of your digital campaigns; marketing mix and campaign attribution.
MKTG 5722 Social Media Marketing Strategy: 3 semester hours
Prerequisite: MKTG 5721. Social networks are becoming an integral part of the marketing mix. In these platforms, brands can engage with prospects and consumers on many levels. In this course you will learn how to create a brand presence on these social networks, understand the differences between earned and paid media, the various tools (free and paid) used to listen and engage with consumers, how we manage healthy communities, techniques used to identify influencers, crisis management, rules of engagement for high profile individuals and corporations, the importance of transparency, the various ways engagement is measured, the value of a Facebook like, and calculating return on investment. Social networks to be discussed will include Facebook, Twitter, Tumblr, Instagram, LinkedIn, Wordpress, etc. Tools to be used will include Netbase (our partner), HootSuite, tweetdeck, Sprinklr, Technorati, etc. Various real life case projects and exercises will be assigned throughout the semester under the instructor's supervision.

MKTG 5730 Clinical Study in Digital and Social Media Marketing: 3 semester hours
Prerequisites: MKTG 5721 or MKTG 5722 or consent of instructor if prior digital/social media experience. This course, in partnership with Capital Innovators, provides students the opportunity for experiential learning by directly applying classroom topics to the real world. Students will be paired up with a new startup business in their current class and, over the course of the semester, contribute to their digital and social media marketing strategies by assisting in specific project tasks. Other mutually agreed upon areas of responsibility may be assigned as necessary. This is not an internship but rather a project support based clinical course providing very valuable learning in the very vibrant entrepreneurial startup world. It will be instructor led with weekly class meetings.

MKTG 5731 Special Seminars in Digital and Social Media Marketing: 3 semester hours
Prerequisites: MKTG 5721 or MKTG 5722 or consent of instructor if prior digital/social media experience. In this course, the students will be attending three special 2- or 3-day seminars discussing focused topics in Digital and Social Media Marketing. Seminar topics include Mobile Strategy, Email Marketing, Blogs to Buzz, Online Display Advertising, and Strategic Search Engine Marketing. This course may be offered on a weekend schedule.

MKTG 5740 Marketing and Business Analytics: 3 semester hours
Prerequisites: MKTG 5700 and SCMA 5300. A broad approach to marketing research as a model for acquiring, retrieving, and analyzing decision-making information. Includes market measurement, evaluation of sales and cost effectiveness, sales forecasting and primary marketing research studies aimed at solving specific problems. Emphasis is placed also on building a theoretical and analytical framework to provide flexibility in the design of marketing experiments and in judging recent research innovations.

MKTG 5761 Business to Business Marketing: 3 semester hours
The course provides graduate students with an understanding of the role of business to business marketing as it pertains to business, government, and institutional customers. The course places a heavy emphasis on buyer-seller interaction embodying business to business marketing. In addition to discussing the standard theories and covering the subject domain of business marketing, the course focuses on the finer aspects of business to business marketing negotiations using exercises and readings. Student groups enact complex industrial buyer-seller negotiations striving to achieve their respective organizational goals.