MARKETING

Undergraduate Program Information
Marketing majors learn skills and knowledge relevant to the co-creation of goods, services, and ideas that uniquely meet the needs and wants of global customer markets and society at large. Career opportunities exist in marketing management, advertising, market research, promotion management, sales and sales management, social media, distribution management, and retailing. The major is designed to allow a great deal of choice so students may emphasize any combinations of these areas.

Most marketing majors enter into careers in business firms, although some find job opportunities in governmental and other nonprofit organizations. Still others become involved in owning and managing their own companies. Opportunities in entrepreneurship and small business are expanding at a rapid pace.

Graduate Program Information
The College offers a program leading to a Ph.D. degree (Doctor of Philosophy in Business Administration) (http://catalogs.nmsu.edu/nmsu/business/business-administration/business-administration-doctor-philosophy). The faculty of the Ph.D. Program in Business Administration is committed to training researchers and educators who will shape business scholarship, practice, and pedagogy. The program emphasizes preparing candidates to understand the complexities of modern business while they develop a specialized area of expertise in marketing or management. The Ph.D. in Business Administration provides graduates with the opportunity to pursue a variety of career paths within academia and within industry. Currently a concentration is offered in marketing.

Degrees for the Department
Marketing - Bachelor of Business Administration (http://catalogs.nmsu.edu/nmsu/business/marketing/marketing-bachelor-business-administration)

Minors for the Department
Advertising - Undergraduate Minor (http://catalogs.nmsu.edu/nmsu/business/marketing/advertising-undergraduate-minor)
Marketing - Undergraduate Minor (http://catalogs.nmsu.edu/nmsu/business/marketing/marketing-undergraduate-minor)
Professional Selling - Undergraduate Minor (http://catalogs.nmsu.edu/nmsu/business/marketing/professional-selling-undergraduate-minor)
Sports Marketing - Undergraduate Minor (http://catalogs.nmsu.edu/nmsu/business/marketing/sports-marketing-undergraduate-minor)

Professor, Nancy A. Oretskin, Interim Department Head

Professors Hyman, Jasso, Plouffe, Payne; Associate Professor Niculescu; College Professor Gavin; College Assistant Professors Blaugrund, Holguin; Emeritus Professors Peterson, Sautter

MKTG 180. PGA Golf Management Freshman Orientation
3 Credits
Introduction to the Policies and Procedures of the PGA Golf Mgt. Program and the PGA of America Students will also be introduced to the Qualifying Level of the PAG's Educational Program, Rules of Golf, PGA Constitution and the History of the PAG. Additional course fee required. Consent of Instructor required. Restricted to: PGA Golf Management Students. MKTG/PGM majors.

MKTG 181. Level 1, PGA's PGM Education Program (Part 1)
3 Credits
Introduction of Level 1 of the PGA's Educational Program. This class will focus on Business Planning and Operations, Customer Relations, and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 203. Introduction to Marketing
3 Credits
Covers processes, functions and principles in the current marketing system. Includes role of marketing in the economy, types of markets, product development, distribution channels, pricing and promotion strategies, market research and management of the processes. Community Colleges only.

MKTG 280. Level 1, PGA's PGM Education Program (Part 2)
3 Credits
Continuation of Level 1 of the PGA's PGM Education Program. This class will focus on Tournament Operations, Golf Car Fleet Management and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 281. Level 1, PGA's PGM Education Program (Part 3)
1.5 Credits
Completion of Level 1 of the PGA's PGM Education Program. This class will focus on Introduction to Teaching and Golf Club Performance and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 303. Principles of Marketing
3 Credits
Process, functions, and principles in the current marketing system.

MKTG 305. Marketing Food and Agricultural Products
3 Credits
Same as AG E 305. Crosslisted with: AG E 305.

MKTG 310. Marketing Research
3 Credits
Design, collection analysis, and presentation of research data. Prerequisites: A ST/STAT 251G or consent of instructor.

MKTG 311V. Consumer Behavior
3 Credits
The different aspects of consumer behavior and the variables affecting consumer decisions. Analysis of current concepts and models.

MKTG 312. Personal Selling
3 Credits
Implementation of the promotion process through interpersonal communications between salesperson and prospects. Serving customers by sales representatives.
MKTG 313. Retail Management  
3 Credits  
Investigates retail business operations and focuses on the strategic profit model, store location, layout, display, merchandising, operations, and personnel.

MKTG 314. Advertising Strategy  
3 Credits  
Utilization of advertising as a business administration function; communication with consumers as a means of attaining marketing goals.

MKTG 317. International Marketing  
3 Credits  
Focuses on decisions relating to entering markets, market segmentation, marketing strategies, and tactics in the international arena. Same as I B 317.

MKTG 324. Product/Service Development  
3 Credits  
Covers product innovation, development, commercialization and resource recovery, price determination and administration strategies, and complementing planning processes.

MKTG 354. Sports Marketing  
3 Credits  
The application of marketing concepts to the sports industry. Topics include fans/customers, products, and promotions across a range of sports.

MKTG 357. Internet and Social Media Marketing  
3 Credits  
Focuses on the consumer psychology and marketing strategies at work in advertising and selling brands via the Internet and social media networks.

MKTG 380. Level 2, PGA's PGM Education Program (Part 1)  
1.5 Credits  
Introduction to Level 2 of the PGA’s PGM Education Program. This class will focus on Merchandising and Inventory Management, Golf Operations and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 381. Level 2, PGA’s PGM Education Program (Part 2)  
1.5 Credits  
Completion of Level 2 of the PGA’s PGM Education Program. This class will focus on Turfgrass Management, Intermediate Teaching and Golf Club Alteration and corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 400. Marketing Internship/Field Experience  
3 Credits  
Internship of field experience in application of marketing principles. The student must accept an internship before being allowed to enroll in the course. Consent of instructor required. Restricted to MKTG majors.

MKTG 404. Business-to-Business Marketing  
3 Credits  
Covers suppliers and buyers roles in industry; procurement, vendor selection, marketing research, selling techniques, sales force management, quality/quantity determination.

MKTG 414. Athletics Business Administration  
3 Credits  
This course examines the marketing and operations of sports programs with emphasis on Division I Collegiate Programs. Topics include event management, ticketing, marketing, trademark and licensing, NCAA compliance, development, finance, contracts, facility maintenance, television, and the roles and responsibilities of the coaches.

MKTG 449. Promotion Management  
3 Credits  
Covers concepts and problems in the use of advertising, internet marketing, social media marketing, personal selling, publicity, and other forms of promotion; planning, coordination, control, and evaluation of effectiveness.

MKTG 451. Food and Agribusiness Market Assessment and Research  
3 Credits  

MKTG 453. Sales Management  
3 Credits  
The nature of the sales management function in industry. Focuses on intra and interdepartmental sales management activities.

Prerequisite(s): MKTG 312.

MKTG 461. New Venture Creation  
3 Credits  
Via problem-based learning, teams define new business ventures to meet current market needs, develop business plans and prepare to present to investors. Same as MGT 461.

MKTG 462. Advanced Sales  
3 Credits  
Advanced instruction and skill development in interpersonal communication skills to broaden understanding of the professional sales role (especially in team selling situation), career management, personal productivity, negotiation, and coordination with other functional areas. May be repeated up to 3 credits.

Prerequisite(s): MKTG 312.

MKTG 480. Level 3, PGA’s PGM Education Program (Part 1)  
1.5 Credits  
Introduction to Level 3 of the PGA’s PGM Education Program. This class will focus on Human Resource Management/Supervising and Delegating, Food and Beverage and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 481. Level 2, PGA’s PGM Education Program (Part 2)/ Final Experience  
3 Credits  
Completion of Level 3 of the PGA’s PGM Education Program. This class will focus on Advanced Teaching and Club fitting, Player Development/Teaching Business. The Final Experience and the corresponding PGA Work Experience Activities. Please note that the following are requirements for successful completion of this senior level PGA Golf Management capstone course: 16 months of internship, completion of the Qualifying Level, Level 1, Level 2, and Level 3 of the PGA’s PGM Education Program and successful completion of the PGA’s Playing Ability Test. Consent of Instructor required. Restricted to: MKTG/PGM majors.
MKTG 489. Strategy and Policy
3 Credits
Techniques and analysis of marketing strategy and policy planning and formulation.
Prerequisites: senior standing or consent of instructor.

MKTG 490. Selected Topics
1-18 Credits (1-18)
Covers materials and subjects not offered in regular Marketing courses. Students can take 18 credit hours of MKTG 490 if each class is a different subtitle. A maximum of 18 credit hours can be earned through MKTG 490.

MKTG 498. Independent Study
1-3 Credits
Individual studies directed by consenting faculty with the prior approval of the department head. A maximum of 3 credits may be earned.
Prerequisites: junior or above standing and consent of instructor.

MKTG 500. Concepts in Marketing
1 Credit
An overview of fundamental principles of Marketing necessary for prospective MBA students who do not have an undergraduate background in Marketing. Includes: Terminology, basic functions and responsibilities associated with practice of marketing.
Prerequisite(s): Admitted to MBA program or consent of course department.

MKTG 503. Marketing Management
3 Credits
Analysis of marketing problems and the integration of organizational resources as well as behavioral and quantitative techniques into the development and implementation of solutions. Graduate students only.
Prerequisite(s): MKTG 303 or equivalent with a grade of B or better.

MKTG 591. New Venture Creation
3 Credits
Via problem-based learning, teams define new business ventures to meet current market needs, develop business plans and prepare to present to investors. Same as MKTG 461 with differentiated assignments for graduate students. Crosslisted with: MGT 591.

MKTG 601. Marketing Management
3 Credits
Covers the conceptual foundations of contemporary marketing management research, concepts, and literature. Fundamental to the understanding of contemporary marketing and the breadth of the field of marketing study.

MKTG 610. Marketing and the Scientific Method
3 Credits
Issues related to the evolution of research philosophies and methodologies. Critical to the development of appreciation for the value of research and experimentation.

MKTG 620. Research- Theory Interface
3 Credits
Theoretical and methodological issues involved in translating a theory into a research study. Prepares Ph.D. students to undertake dissertation research. Consent of instructor required.

MKTG 625. Consumer Behavior
3 Credits
Extensive reading of seminal and contemporary articles on consumer behavior and developing original research to explore cross-disciplinary issues relevant to the study of marketing.

MKTG 640. Measurement and Structural Equation Modeling
3 Credits
Explores theories of measurement that underlie all quantitative analysis, including the use of structural equation models. Contrasts classical test theory with item response theory and generalizability theory. Covers PRELIS and LISREL, and critiquing structural equation models by other researchers.
Prerequisite: MKTG 630 or equivalent.

MKTG 670. Marketing Theory
3 Credits
The evolution, development, construction, and evaluation of the major theoretical perspectives of marketing. Fundamental to the understanding of contemporary marketing and preparation for investigations into the nature and role of theory in marketing.

MKTG 690. Special Topics in Marketing
3 Credits
A seminar on special topics in marketing. The topic of the course will vary according to the needs of the students in the program and the instructor. Ph.D. students may repeat this course up to three times for a maximum total of 9 credits.

MKTG 698. Selected Topics
1-9 Credits (1-9)
Materials and subjects not offered in regular marketing courses. May be repeated for a maximum of 18 credits under different subtitles.

MKTG 700. Doctoral Dissertation
15 Credits
Prerequisite: advancement to candidacy.

PGA Golf Management Program
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