The different aspects of consumer behavior and the variables affecting consumer decisions. Analysis of current concepts and models.
MKTG 400. Marketing Internship/Field Experience
3 Credits (3)
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 405. Negotiations in Marketing
3 Credits (3)
Negotiations in Marketing is designed to introduce and explore the major concepts and theories surrounding bargaining and negotiation strategies in marketing. Additionally, the course gives practical hands-on experience in negotiating, through a range of applied negotiations exercises and activities.
Prerequisite(s): MKTG 303.

MKTG 449. Promotion Management
3 Credits (3)
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 (3)

MKTG 453. Sales Management
3 Credits (3)
The nature of the sales management function in industry. Focuses on intra and interdepartmental sales management activities.
Prerequisite(s): MKTG 312.

MKTG 461. Seminar in Entrepreneurship
3 Credits (3)
For students interested in owning and operating their own business; students desiring hands-on, real-time experience in helping start up a business. Crosslisted with: MGT 461.
Prerequisite(s): Senior standing or consent of instructor.

MKTG 462. Advanced Sales
3 Credits (3)
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 (1.5)
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 (3)
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 (3)
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 503. Marketing Management
3 Credits (3)
Analysis of marketing problems and the integration of organizational resources as well as behavioral and quantitative techniques into the development and implementation of solutions. May be repeated up to 3 credits.

MKTG 591. Seminar in Entrepreneurship
3 Credits (3)
For students interested in owning and operating their own business; students desiring hands-on, real-time experience in helping start up a business. Same as MKTG 461 with differentiated assignments for graduate students. Crosslisted with: MGT 591.
Prerequisite(s): Graduate standing.

MKTG 601. Marketing Management
3 Credits (3)
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 (3)
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 (3)
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 (3)
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 (3)
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. May be repeated up to 3 credits.
Prerequisite(s): A ST 505.

MKTG 670. Marketing Theory
3 Credits (3)
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 (3)
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.