

Marketing

The Marketing major equips students to better understand customers and the complex market system in which organizations operate. Thus, marketing majors are expected to analyze, synthesize, and evaluate decisions critical to the leadership of all organizations. These critical decision-making skills prepare students for positions in both public and private sectors as well as for graduate school.

More information can be found online at <https://www.stetson.edu/other/academics/undergraduate/marketing.php>.

Learning Outcomes

Student learning outcomes describe what students know, understand and are able to do as a result of completing a degree program. The learning outcomes for this program are:

1. Understand the interdependence and synergy of marketing mix elements
2. Identify the processes of segmentation and develop competitive positions related to those segments
3. Be able to access, understand, and use market-based information resources, including market intelligence, competitor analysis, and primary/secondary marketing research reports in order to understand both consumers and markets
4. Integrate international issues and concerns into marketing strategy
5. Evaluate the ethics and social responsibility of marketing strategy choices
6. Know key marketing concepts
7. Be able to apply critical thinking skills to marketing situations
8. Communicate professionally for a variety of business purposes

Minors

Minor in Marketing - 4 Units

Code	Title	Units
Required Courses ¹		
MKTG 315	The Marketplace and Consumers	1
MKTG 316	Consumer Dynamics	1
Elective Courses ²		
Select two units from the following:		2
MKTG 318	Marketing Research	
MKTG 330V	Marketing for Social Issues	
MKTG 390	Special Topics in Marketing	
MKTG 417	Marketing in the Supply Chain	
MKTG 418	Marketing Analytics	
MKTG 420B	Global Marketing: Business Without Borders	
MKTG 436	Sport Properties and Sponsorship	
MKTG 440	Integrated Marketing Communications	
MKTG 441	Digital Marketing	
MKTG 450	Marketing Strategy	
MKTG 490	Special Topics in Marketing	
Total Units		4

¹ The Department of Marketing strongly recommends (but does not require) that the following courses be incorporated into the student's program of study: STAT 301Q, and BSAN 111.

² Courses may require prerequisites.

Advising Course Plans

Advising Course Plans

- Marketing Major (<https://catalog.stetson.edu/undergraduate/business-administration/marketing/marketing-plan/>)

Courses

MKTG 190. Special Topics in Marketing. 0.5 or 1 Units.

MKTG 285. Independent Study. 0.5 or 1 Units.

MKTG 290. Special Topics in Marketing. 1 Unit.

MKTG 307. Marketing Management. 1 or 1.25 Unit.

Marketing Management is a project-based course that explores the interdependency among marketing mix elements. Students will explore the content, strategy, and development of a marketing plan, including marketing performance evaluation. A key focus is customer segmentation and developing specific strategies and tactics related to target customers. The course also includes market estimation and other quantitative analysis needed for marketing planning. Prerequisite: Sophomore standing; majors/minors only or permission of instructor.

MKTG 315. The Marketplace and Consumers. 1 Unit.

This course is designed to provide the student with an introductory knowledge of the fundamentals, principles, and practices of marketing as it relates to the consumer. This course is intended to furnish the student with an understanding of the basic functions of marketing, familiarize the student with the primary elements in the marketing mix, and help the student develop an appreciation for the necessity. Prerequisites: Sophomore standing; minimum of C- grade for Marketing majors.

MKTG 316. Consumer Dynamics. 1 Unit.

This course involves the interdisciplinary study of customers as the focus of the marketing system. Analysis will be on individual, group, and situational influences as a means of understanding the consumer decision-making process. Emphasis is on the qualitative research tools that may be used by managers to explore and build long-term customer relationships. Prerequisite: SOBA 202 and SOBA 203 or MKTG 307 or MKTG 315 .

MKTG 318. Marketing Research. 1 Unit.

This course emphasizes the quantitative research process as an aid to decision-making in marketing management. Topics include: research methodology, use of secondary data, presentation of marketing research results, and evaluation of the effectiveness of marketing research. Prerequisites: SOBA 203 or MKTG 307 or MKTG 315; STAT 301Q.

MKTG 330V. Marketing for Social Issues. 1 Unit.

This course focuses on Stetson Ethical or Spiritual Inquiry Value. This course will examine issues of social responsibility in profits and nonprofits and how marketing theory and techniques may be used to promote more environmentally and socially conscious business practices. In general, social marketing techniques are used to influence individuals or groups to change their behavior in order to improve a social good such as: individual health, the environment, and the community. Students will develop an appreciation of these techniques and apply them by developing a social marketing plan. Junior Seminar.

MKTG 333. Business Negotiations. 1 Unit.

The purpose of this course is to enable students to understand the theory and processes of negotiation. Much managerial activity involves bargaining, negotiations, and settling disputes. In this course, students will understand how two or more parties with competing interests can use the negotiation process to attain an agreement, settle a matter of mutual concern, or resolve a conflict. This course will focus on a variety of issues managers deal with and thus, will be relevant to students with diverse interests such as, Marketing, Sales, Human Resources, and Entrepreneurship among others. Prerequisite: SOBA 202 or SALS 230 or MKTG 307.

MKTG 385. Independent Study. 0.5 or 1 Units.**MKTG 390. Special Topics in Marketing. 1 Unit.**

Prerequisite required: MKTG 307 or MKTG 315.

MKTG 395. Teaching Apprenticeship. 0.5 Units.**MKTG 397. Marketing Internship. 0.5 to 1 Units.**

The purpose of the course is for students to complete a 140-hour field internship under the supervision of a faculty member and field supervisor. A written paper and formal presentation about the internship experience will comprise the classroom portion of the course. MKTG 397 may not be used to meet major or minor degree requirements. Prerequisites: MKTG 315, permission of the instructor, and student must meet SoBA internship requirements. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at career@stetson.edu or 386-822-7315.

MKTG 417. Marketing in the Supply Chain. 1 Unit.

This course explores the decision areas in distribution design and management. Topics include: supply chain forms, distribution system design, wholesaling, retailing, evaluation of channel systems, and long-term relationship management between firms. Discussion focuses on current events in distribution and trends facing distribution managers. Prerequisite: SOBA 202 and SOBA 203 or MKTG 315 or MKTG 307.

MKTG 418. Marketing Analytics. 1 Unit.

In the digital business era and internet revolution, the challenge of marketing managers has shifted from acquiring data to making sense of enormous amounts of data. Marketing analytics is designed to introduce different data analysis techniques that would help in making wide range of decisions from segmentation to assessing customer life time value. The objective of this course is to give you the knowledge and skills, as a future marketing manager, to make intelligent decisions in your choices of analysis techniques, understanding of data and decision making based on such data. This course builds on MKTG 318 and emphasizes the choice and understanding of analytical technique for decision making for marketing management. Prerequisite: MKTG 318 or Permission of Instructor.

MKTG 420B. Global Marketing: Business Without Borders. 1 Unit.

This course is designed to provide students with the basic principles of marketing management required to conduct quantitative analysis as a global marketing manager. Topics include: analysis of consumers, competitors and channels; frameworks to evaluate the similarities and differences between domestic and global marketing; and marketing ethics and cross-cultural nuances. The goal is understanding how the environment (especially diversity in language, culture, religion, politics, and social forces) affects the application of marketing principles and business practice on a global basis. Through the use of cases, multicultural team exercises, and group projects, this course equips the global manager with tools to solve marketing problems beyond their own borders. Prerequisite: SOBA 202 or MKTG 315 or MKTG 307.

MKTG 425. Services Marketing. 1 to 1.25 Unit.

Why study services marketing? The United States, and much of the world's economy, is dominated by services. This course addresses the distinct needs and challenges of managing and delivering quality service to customers. Service organizations, such as banks, transportation companies, hotels, hospitals, educational institutions, and professional services firms require an approach to marketing strategy both in the planning and execution of an optimal service experience. Prerequisite: SOBA 202 or SOBA 203 or MKTG 307 or permission of instructor.

MKTG 436. Sport Properties and Sponsorship. 1 Unit.

This course will examine unique brand management strategies of and through sport properties, i.e., using the tangible and/or intangible assets managed by rights owners that draw fans and revenues, including teams, leagues, facilities, events, tours, athletes, equipment/sporting goods, and products. Methods of building and transforming sport brands to effectively attract, engage, and retain fans will be examined, along with the use of cash and/or in-kind fees paid by commercial brands in return for access to exploitable commercial potential associated with sport properties. Prerequisite: SOBA 202 and SOBA 203 or MKTG 315 or MKTG 307. Cross-listed as SPTB 436.

MKTG 440. Integrated Marketing Communications. 1 Unit.

This course explores the role of promotions in the marketing mix and studies a wide variety of tools and media. The course has a strong evaluative element, and students are expected to critique and enhance marketing messages from a variety of sources. The course is built around the idea that the message itself is only part of the equation; media selection, placement, and evaluation are equally critical, as are sound target market principles. Topics include: analysis of market situations and consumer behavior, positioning strategies, promotion tools, and media evaluation. A quantitative approach to measuring promotion effectiveness is emphasized. Prerequisites: SOBA 202 and SOBA 203 or MKTG 315 or MKTG 307.

MKTG 441. Digital Marketing. 1 Unit.

This course studies the strategic decisions and tactical applications of digital marketing from the perspective of the marketing manager. Students explore how to implement key marketing objectives including branding, customer acquisition, and customer retention to create value for customers within the framework of the marketing mix. Topics include: online customer insights, analytics, web sites, blogs, e-mail marketing, advertising, content marketing, online PR, social media, and mobile media. Prerequisite SOBA 202 and SOBA 203 or MKTG 315 or MKTG 307.

MKTG 442. Social Media Marketing. 1 Unit.

Social Media Marketing is the use of one or more social media platforms by marketers to increase brand awareness, identify key audiences, generate leads, convert leads to sales, and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences. This course will focus on understanding social media and will examine the strategic use of social media for developing and implementing effective marketing strategies. Prerequisite: SOBA 202 or SOBA 203 or MKTG 307 or permission of instructor.

MKTG 450. Marketing Strategy. 1 Unit.

This course integrates other marketing courses in order to emphasize the development and application of problem-solving techniques in a wide range of marketing problems. Using cases, students develop skills in linking the logic and concepts of marketing to data, analyze relevant data, and make and justify rational marketing decisions. Prerequisites: MKTG 307 or MKTG 315 and either ACCT 201 or ACCT 212, Senior Standing, Marketing majors or Permission of Instructor.

MKTG 485. Independent Study. 1 Unit.**MKTG 490. Special Topics in Marketing. 1 Unit.**

This course offers the student an in-depth investigation of special or timely marketing topics not covered in other marketing courses. Repeatable. Prerequisite: SOBA 202 and SOBA 203 or MKTG 315 or MKTG 307.