Bachelor of Science in Business Administration - Marketing

Web Site: http://www.odu.edu/business/departments/mktgdept

Mahesh Gopinath, Chair
Michelle Carpenter, Chief Departmental Advisor

From building iconic brands to understanding why people buy what they buy, marketing is the exciting interface between companies and their customers and other stakeholders. It builds valuable relationships for companies and makes them more competitive in the marketplace. The marketing program teaches students marketing, communication, and analytical knowledge and prepares students for high-demand marketing career opportunities in today's and tomorrow's global environment.

The marketing program offers a general marketing concentration and three distinctive career-oriented concentrations:

1. Digital marketing concentration, which equips graduates with the knowledge base and skill set to leverage digital marketing platforms such as social media and search engines;
2. Marketing analytics and research concentration, which produces graduates for fast-growing career opportunities in the field of deriving deep customer insight and effective marketing strategy from data; also suitable for students interested in pursuing a graduate degree in marketing or related areas;
3. Professional sales concentration, which prepares graduates for a successful career in business-to-business sales.

For completion of a major in marketing, a student must have a minimum overall cumulative grade point average of 2.00 in all courses taken toward the major. In addition, a grade of C- or better is required in all marketing courses counted toward the major.

Marketing - Digital Marketing Concentration

Course Work

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<td>IT 325</td>
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MKTG 403. Advertising Strategy. 3 Credits.
An examination of those advertising and promotional strategies directed toward the consumers of goods and services with emphasis on planning and executing an effective campaign to achieve meaningful goals. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 404. Sales Management. 3 Credits.
Material focuses on quantitative and qualitative goal setting; management, control and evaluation of the sales program; selecting, training, motivating, and evaluating the sales force. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 405. The Art of Influence and Persuasion. 3 Credits.
This course is an introductory course on techniques and concepts on how to influence in a variety of business settings. Influence and persuasion is used daily in businesses throughout the world. Effective influence and persuasion can be the determining factor in successful business engagements. This course will develop students' influence and persuasion skills through oral and written communications. It will cover the underlying psychological mechanism of persuasion, the entire influence and persuasion process, influencing and persuading individuals as well as organizations in a business setting, and the ethical issues in influence and persuasion. Prerequisites: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 406. Public Relations. 3 Credits.
For non-business as well as business majors. Development and application of a philosophy of business expressed in governmental, corporate, social or educational institutions in furthering their public image. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 407. Marketing Research. 3 Credits.
Emphasis is given to the development of a strong theoretical base in the systematic selection, collection, and interpretation of marketing information leading to sound policies and strategies. Students are required to carry out a group project involving a marketing problem (or opportunity) for a company or involving a real market situation. The project will satisfy the practicum experience requirement of the College (CAP), (qualifies as a CAP experience) Prerequisites: BNAL 306 and MKTG 402, a grade of C or better in MKTG 311 and a declared major in the University or permission of the Dean's Office.

MKTG 411. Multi-National Marketing. 3 Credits.
An examination of the operational and cross-cultural aspects of international marketing, including the nature of competition, developmental marketing structures and channels, price and credit policies, promotional methods, trade barriers, and international arrangements. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 412. Retail Marketing. 3 Credits.
This course will introduce students to a broad range of topics within the field of retailing: retailing strategy, targeting of customers, gathering of information, identifying and understanding customers, choosing a store location, managing a retail business, merchandise management and planning, and communication with the customer. The approach will combine both theory and practical application. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 414. Ethics and Social Issues in Administration. 3 Credits.
An examination of the ethical and social problems confronting administrators and personnel in dealing with discrimination in employment practices, credit and financing, advertising, warranties and guarantees, packaging and labeling, and environmental problems. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.
MKTG 416. Professional Selling. 3 Credits.
This course examines professional selling as the link between the firm and the customer. The sales force has a key role in relationship management. As such, this class will emphasize selling skills that help to maintain positive long-term customer relationships. Topics will include prospecting for new clients, adaptive communication skills, addressing customer concerns, closing sales, following up with customers, understanding different types of sales positions and skills, territory management, and ethics in professional selling. Prerequisites: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office of the Strome College of Business, or permission of the instructor.

MKTG 428. Marketing of Services. 3 Credits.
This course examines the applications of the conceptual framework of marketing within the service business context. The course will focus on the characteristics of the service environment as well as important considerations in the service marketing mix. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 450. Marketing on the Internet. 3 Credits.
This course examines the use of the Internet as a unique channel for marketing to consumers and businesses. It focuses on Internet marketing strategies, online strategic implementation, and the integration between companies' online and offline marketing efforts. Prerequisite: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office.

MKTG 455. Social Media Marketing. 3 Credits.
This course will introduce students to the significance of today's social media marketing tools, and how to implement and evaluate these tools for a business. The students will learn how to create a social media plan with multiple creative social media strategies. The course will also highlight best practices in social media marketing by forward thinking and innovative companies and organizations. Prerequisites: C or better in MKTG 311 (or equivalent), and a declared major in the University, or permission of the instructor.

MKTG 460. Web Analytics. 3 Credits.
This course will introduce students to web analytic tools and methods and demonstrate how businesses can use web analytics to derive customer insight and improve marketing strategy. It will cover topics such as web traffic analysis, social media data mining, search and keyword analysis, social network analysis, and proactive analytics using testing and experimentation. Prerequisites: BNAL 306, a grade of C or better in MKTG 311, and a declared major in the University, or permission of the instructor.

MKTG 475. Marketing Analytics. 3 Credits.
Marketing analytics comprises the processes and technologies that enable managers to have a better understanding of the market, i.e., the performance of marketing programs, the need of the customers, and the forecast of sales. In other words, it supports managers' decision making using evidence and insights from available data. This course will give students the tools and techniques to effectively use data to evaluate past marketing programs, boost the present marketing initiatives, and predict future business and customer performance. Prerequisites: C or better in MKTG 311 and C or better in BNAL 306, a declared major in the University or permission of the Dean's Office of the Strome College of Business, or permission of the instructor.

MKTG 490. Marketing Policy and Strategy. 3 Credits.
A capstone course covering the marketing function and its relationship to the total business organization and its environment. Emphasis is placed upon the design of total marketing systems, strategies, and the design and production of new products and services. Prerequisites: marketing major, senior standing, MKTG 402, MKTG 407, plus two additional marketing courses or permission of instructor.

MKTG 496. Selected Topics in Marketing. 1-3 Credits.
Designed to provide advanced students in marketing an opportunity to study, independently or in small groups, selected areas of marketing under the guidance of a faculty member. Prerequisites: senior standing and permission of instructor.