

Marketing

Web Site: <http://www.odu.edu/business/departments/mktgdept> (<http://www.odu.edu/business/departments/mktgdept/>)

Programs

Bachelor of Science in Business Administration Programs

- Marketing (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-bsba/>)
- Marketing with a Major in Digital Marketing (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-bsba/>)
- Marketing with a Major in Marketing Analytics and Research (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-analytics-research-bsba/>)
- Marketing with a Major in Professional Sales (BSBA) (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-bsba/>)

Minor Program

- Marketing Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-minor/>)
- Marketing-Digital Marketing Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-marketing-minor/>)
- Marketing-Marketing Analytics Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-marketing-analytics-minor/>)
- Marketing-Professional Sales Minor (<http://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-minor/>)

Courses

Marketing (MKTG)

MKTG 200R Professional Interactions and Negotiations (3 Credit Hours)

This class introduces and develops fundamental communication skills used in formal career settings. Students will learn and practice giving persuasive speeches, networking at formal career events, interviewing for jobs, and negotiating.

MKTG 311 Marketing Principles and Problems (3 Credit Hours)

The design, distribution, pricing, and promotion of goods, services, people, places, and causes. Course examines both national and international markets and includes an introduction to the legal and ethical constraints on marketing.

Prerequisites: A declared major in the University or an intended major in the Strome College of Business or permission of the Dean's Office of the Strome College, AND Junior Standing

MKTG 316 Professional Selling (3 Credit Hours)

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, and ethics in professional selling.

Prerequisites: C or better in ENGL 110C or ENGL 126C

MKTG 367 Cooperative Education (1-3 Credit Hours)

May be repeated for credit. Available for pass/fail grading only. Student participation for credit based on the academic relevance of the work experience, criteria and evaluative procedures as formally determined by the department and Career Development Services prior to the semester in which the work experience is to take place.

Prerequisites: C or better in MKTG 311 (or equivalent) and approval by the instructor and Career Development Services in accordance with the policy for granting credit for Cooperative Education programs

MKTG 368 Marketing Internship (1-3 Credit Hours)

Student completes a relevant marketing experience in the marketplace after submitting a job description, learning objectives, and task accomplishments.

Prerequisites: C or better in MKTG 311 (or equivalent) and approval of instructor

MKTG 369 Practicum (1-3 Credit Hours)

Practicum experience in marketing.

Prerequisites: C or better in MKTG 311 (or equivalent) and approval of instructor

MKTG 402 Consumer Behavior (3 Credit Hours)

The effects of personality, motivation, perception, learning, attitudes, cultural and social influence and lifestyle on buying situations and how knowledge of these factors enables the marketer to better meet the needs of the marketplace.

Prerequisites: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office

MKTG 403 Advertising Strategy (3 Credit Hours)

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.

Prerequisites: 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 Credit Hours)

Material focuses on quantitative and qualitative goal setting; management, control and evaluation of the sales program; selecting, training, motivating, and evaluating the sales force.

Prerequisites: C or better in MKTG 311 (or equivalent), C or better in MKTG 316 (or equivalent), and a declared major in the University or permission of the Dean's Office in the Strome College of Business

MKTG 405 The Art of Influence and Persuasion (3 Credit Hours)

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 of the Strome College of Business or permission of the instructor

MKTG 406 Public Relations (3 Credit Hours)

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.

Prerequisites: 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 Credit Hours)

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 Credit Hours)

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.

Prerequisites: 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 Credit Hours)

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.

Prerequisites: 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 Credit Hours)

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.

Prerequisites: C or better in MKTG 311 (or equivalent), and a declared major in the University or permission of the Dean's Office

MKTG 417 Advanced Professional Selling (3 Credit Hours)

This course will reinforce and strengthen the sales skills learned in MKTG 316. Personal selling is a key skill for orchestrating the exchange of goods, services, ideas, and resources between organizations (business-to-business, B2B) and consumers (B2C). This course is not just for 'salespeople' — individuals involved in personal selling who operate under a variety of job titles (e.g., business development manager, sales representative, market development manager, account executive, relationship manager, and key account manager). This course will focus on skills and knowledge applicable to complex selling situations.

Prerequisites: C or better in MKTG 316

MKTG 428 Marketing of Services (3 Credit Hours)

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.

Prerequisites: 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 Credit Hours)

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.

Prerequisites: 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 Credit Hours)

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 Credit Hours)

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 Credit Hours)

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 Credit Hours)

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 Credit Hours)

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