

MARKETING (MKT)

352 State Farm Hall of Business
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Interim Chairperson: Horace Melton.

Description and requirements for the Master of Business Administration degree are listed in the College of Business section.

The Department of Marketing staffs and offers graduate courses in Marketing and in Business Education.

Marketing Courses**329 PURCHASING POLICIES AND PROCEDURES**

3 sem. hrs.

Purchase of materials, supplies, and equipment for industry, government, and other institutions. Organization for purchasing, internal requisitioning, and stock control. Significant case analysis is typical. Prerequisite: Grade of C or better in MKT 190 or 230.

333 INTEGRATED MARKETING COMMUNICATION

3 sem. hrs.

Overview of and experience in integrated marketing communication (IMC) planning process through a client project. In addition to exploring IMC or promotional strategy planning process, students will gain experience in developing an IMC plan based on a thorough market/situation analysis for real clients. Prerequisite: MKT 231, 232, 233.

334 SALES MANAGEMENT

3 sem. hrs.

Theory, principles, and practices of sales force administration for manufacturing, wholesaling, and service enterprises. Topics include recruiting, training, compensation, and performance appraisal. Computer simulation gaming is typical. Prerequisite: MKT 234.

335 RETAILING MANAGEMENT AND PROMOTION

3 sem. hrs.

Management and operation of retail firms. Emphasis on location analysis, pricing, inventory control, and promotion. Experiential assignments are typical. Prerequisite: Grade of C or better in MKT 190 or 230.

338 STRATEGIC MARKETING MANAGEMENT

3 sem. hrs.

Development, implementation, evaluation, and control of the marketing plan. Short- and long-run perspectives are considered equally important. Includes analysis of actual and hypothetical cases. Computer simulation gaming is typical. Prerequisites: MKT 231 and 232.

339 SEMINAR IN MARKETING

3 sem. hrs.

A specialized study of important narrow areas in the field of marketing for advanced students. Multiple enrollments allowed once if a different topic and different instructor. Prerequisites: MKT 231, 232, or consent of the department chairperson.

431 ADVANCED CONSUMER BEHAVIOR

3 sem. hrs.

An analysis of psychological, sociological, social psychological, and cultural forces that influence household and industrial buying behavior. Emphasis placed on examination of research related to these influencing forces, practical applications of research findings, and on the analysis of

comprehensive models of consumer behavior. Prerequisite: MBA 430.

432 MARKETING RESEARCH

3 sem. hrs.

An examination of the marketing research process. Includes client projects and content-related exercises, especially data analysis using various statistical packages. Prerequisite: MBA 430 or equivalent.

433 ADVANCED INTEGRATED MARKETING COMMUNICATION

3 sem. hrs.

Provides an overview and experience in using the integrated marketing communication (IMC) planning process. Includes market/situation analysis as part of IMC development. Prerequisite: MBA 430 or equivalent.

438 INTERNATIONAL MARKETING

3 sem. hrs.

Examination of strategic issues related to effective development and execution of global marketing programs. Includes case-studies and an applied term project. Prerequisite: MBA 430 or equivalent.

439 SEMINAR IN MARKETING

1-4 sem. hrs.

Topics will vary with needs and interests of students and faculty. Selling/sales management, product management, and services marketing continue to be popular topics. Multiple enrollments allowed if topic is different (see following topics). Some topics may have an optional materials charge. Prerequisite: MBA 430 or equivalent.

439A06 SEMINAR IN PRODUCT DEVELOPMENT MANAGEMENT

3 sem. hrs.

Prerequisite: MBA 430 or equivalent.

439A15 NEW PRODUCT DESIGN AND DEVELOPMENT

3 sem. hrs.

Prerequisite: MBA 430 or equivalent.

440 BRAND MANAGEMENT AND ANALYTICS

3 sem. hrs.

Based on the latest analytics techniques, this course offers advanced knowledge and practical skills for making day-to-day and long-term brand-related decisions. Prerequisite: MBA 416.

445 ADVANCED MARKETING ANALYTICS

3 sem. hrs.

Introduces marketing analytic methods and statistical software skills to extract meaningful information from big data sets for business decision-making and strategic marketing management. Prerequisite: MBA 416.

498 PROFESSIONAL PRACTICE:INTERNSHIP/ COOPERATIVE EDUCATION IN MARKETING

1-6 sem. hrs.

Practical experience by employment in a position involving management of significant marketing activities in a firm. Prerequisites: MBA major with 12 credits of core courses completed; Principles of Marketing or equivalent and MBA 430; cumulative graduate GPA of 3.2 or higher; consent of the department chairperson.

499 MASTERS THESIS

1-6 sem. hrs.

Refer to General Courses.

BUSINESS EDUCATION (BE)

Note: Graduate degrees in Business Education are not available, but course work is available as supplemental study or as electives for inservice teachers and graduate students on campus.

General Administrative Endorsement With Emphasis in Vocational Education

A career option leading to a general administrative endorsement with emphasis in vocational education is offered in cooperation with the Department of Educational Administration and Foundations through the Departments of Agriculture, Family and Consumer Sciences, Industrial Technology and Marketing (through the faculty affiliated with the Business Education programs housed there). Students interested in the vocational emphasis should (a) see department chairperson or appropriate advisor and (b) file an Intent to File for Certification form in the Office of Clinical Experiences and Certification Processes. All students who plan to receive certification for the State of Illinois via an approved Illinois State program must file official forms and follow specific procedures. Certification is not given automatically at the completion of specific course work or a degree program.

Business Education Courses**330 DECISION-MAKING FOR CONSUMERS****3 sem. hrs.**

Survey of consumer problems, trends, and information. Topics include: insurance, housing, credit, life-styles, consumer protection, leisure, and achieving financial security. Also offered as FCS 330.

454 EDUCATIONAL TECHNOLOGY INFORMATION SYSTEMS: PLANNING AND IMPLEMENTATION**3 sem. hrs.**

Understanding the role of information technology systems in educational settings. Prerequisites: BE 225 and MQM 220 with a grade of C or better or consent of the instructor.

361 ACCOUNTING METHODS**1 sem. hr.**

Methods of teaching accounting. Prerequisites: BE 260 or concurrent registration. Admission to Professional Studies.

362 BASIC BUSINESS AND MARKETING INSTRUCTION**3 sem. hrs.**

Methods of teaching basic business, consumer economics, and marketing. Prerequisites: BE 260 or concurrent registration; Admission to Professional Studies.

363 METHODS OF TEACHING KEYBOARDING, INFORMATION PROCESSING, AND COMPUTER APPLICATIONS**3 sem. hrs.**

Instructional strategies in the teaching of keyboarding and computer applications at the junior high and high school levels. Prerequisites: BE 225, 260, or concurrent registration. Admission to Professional Studies or admission to a graduate program.

364 TEACHING KEYBOARDING, AND INFORMATION PROCESSING IN ELEMENTARY SCHOOLS**1 sem. hr.**

Methods of teaching keyboarding, information processing for

elementary students. Includes clinical experiences 5 hours. Prerequisites: BE 363, or concurrent registration. Admission to Professional Studies.

365 PROGRAMMING FOR MOBILE APPS**3 sem. hrs.**

Develop the skills necessary to teach mobile programming. Prerequisites: BE 225, concurrent registration, or consent of the instructor.

380 ORGANIZATION AND ADMINISTRATION OF CAREER AND TECHNICAL COOPERATIVE EDUCATION PROGRAMS**3 sem. hrs.**

Planning and organizing a cooperative program; emphasis on recruitment, selection of training stations, student placement, and operation of cooperative plan. Includes Clinical Experiences: 5 hours. Also offered as FCS 380.

382 COORDINATION TECHNIQUES OF CAREER AND TECHNICAL COOPERATIVE EDUCATION PROGRAMS**3 sem. hrs.**

Coordination techniques needed for high school and post-secondary teacher coordinators in integrating classroom activities with daily employment. Clinical experiences required, 5 hours. Also offered as FCS 382 and TEC 306.