

MARKETING (MKT)

MKT 530 MANAGERIAL MARKETING (3 Hours)

Prerequisite: MKT 351, ECO 357, 358, ACC 211, 212, and ECO 211, 212 or equivalent.

Integration of the concepts of marketing with decision-making relative to marketing management situations.

MKT 540 CONSUMER BEHAVIOR (3 Hours)

Prerequisite: MKT 530.

This course is designed to introduce the student to "The State of the Art" in buyer research and theory. Contemporary issues such as Consumerism (E.G. Consumer Behavior, Regulation and Consumer Liabilities, redress, etc.); Black Buyer Behavior; Regulation and Consumer Behavior; and Consumer Thought Processes (e.g. perceptions, attitudes, cognitions, conations, opinions, interest, intentions and pre and post purchase behaviors) will be the major focal areas for this course.

MKT 566 INTERNATIONAL MARKETING (3 Hours)

Prerequisite: MKT 530.

Study of the similarities and differences between domestic marketing and international marketing, an examination of strategic international marketing for developing a complete marketing plan for a product and a country of their choice.