

MK-Marketing Courses

Courses

MK 101. Introduction to Consumer Marketing. 3 Hours.

Survey course designed to provide understanding of business marketing practices and consumer decision making processes. Open to all UAB students.

MK 303. Basic Marketing. 3 Hours.

Survey course of the modern business process for planning, distributing, promoting and pricing of products (goods and services) for domestic and international organizations.

Prerequisites: GPAO 2

MK 310. Consumer Behavior. 3 Hours.

This course focuses on models and concepts that help managers understand and act upon consumer behavior. The course is designed to enhance student understanding of consumer behavior, and provide opportunities for students to apply this knowledge. The course is presented from the perspective of a marketing manager.

Prerequisites: MK 303 [Min Grade: C]

MK 312. Retail Marketing. 3 Hours.

Business to consumer marketing with consideration for location, organization, buying, receiving stock inventory and control, policies, pricing, services, control and personnel management within retail establishments.

Prerequisites: (MK 303 [Min Grade: C])

MK 330. Professional Selling. 3 Hours.

The course focuses on the fundamentals of professional selling and the professionalization of the field. The course combines personal selling theory with actual practice. Students develop the analytical and communicative skills useful in their future business relationship-building activities. Analytical skills are developed through an assignment that requires students to research, design, and present their own comprehensive sales scenario. Students practice their communicative skills through in-class role playing.

MK 333. Sports Marketing. 3 Hours.

Strategic analysis, positioning and marketing of professional and amateur sports events and organizations. The goal is to provide students with a comprehensive view of all that is required to successfully market a sporting organization or event. Junior standing required.

MK 401. Social Media in Marketing. 3 Hours.

Survey course of the unique aspects of marketing through social media. The focus is on the application of new and emerging social media communications systems and practices that are becoming major elements in integrated marketing communication programs.

Prerequisites: MK 303 [Min Grade: C]

MK 405. Marketing Analytics. 3 Hours.

This course focuses on the analysis and use of data to make better strategic and tactical marketing decisions.

Prerequisites: MK 303 [Min Grade: C] and QM 215 [Min Grade: C]

MK 408. Marketing Research. 3 Hours.

Research techniques in marketing with application of research findings to decision making and formulation of marketing strategies.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C])

MK 410. Integrated Marketing Communication. 3 Hours.

Considers the organizations coordinated and strategic use of communication tools used in marketing including advertising, sales promotion, direct marketing, interactive media, publicity/public relations, sponsorship marketing, point-of-purchase communications and personal selling.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and CS 101 [Min Grade: C])

MK 416. International Marketing. 3 Hours.

International marketing activities, including environmental issues, marketing strategy and tactical considerations in entering foreign markets.

Prerequisites: MK 303 [Min Grade: C] or BUS 311 [Min Grade: C]

MK 418. Digital Marketing. 3 Hours.

Overview of various digital marketing strategies, tools, and metrics used to deliver value to businesses and consumers.

Prerequisites: MK 303 [Min Grade: C]

MK 419. Services Marketing. 3 Hours.

Understanding service customers, customer satisfaction, motivating service employees, improving service quality and role of services in strategy planning.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C] and CS 101 [Min Grade: C])

MK 420. Sales Management. 3 Hours.

The course focuses on the fundamentals of professional selling and the professionalization of the field. The course combines personal selling theory with actual practice. Students develop the analytical and communicative skills useful in their future business relationship-building activities. Analytical skills are developed through an assignment that requires students to research, design, and present their own comprehensive sales scenario. Students practice their communicative skills through in-class role playing.

Prerequisites: MK 330 [Min Grade: C](Can be taken Concurrently)

MK 423. Emerging Trends in Professional Selling. 3 Hours.

Emerging Trends in Professional Selling is a module-based course that focuses on advanced selling topics in the business-to-business context that are both relevant and timely. The course will introduce students to these topics while focusing on the skills necessary for success as it relates to each topic. Topics may include, but are not limited to, inside selling, virtual selling, social selling, team-based selling, strategic account management, customer relationship management (CRM) software utilization, and sales negotiations. Topics focused upon will be reviewed on an annual basis to ensure relevance in relation to industry, and corresponding student, needs.

Prerequisites: MK 330 [Min Grade: C]

MK 425. Advanced Professional Selling. 3 Hours.

This course builds upon the basic selling skills learned in MK 330 and other communications courses. The students will focus on enhancing value-adding selling skills and developing long-term, mutually-beneficial customer relationships in a B2B context.

Prerequisites: MK 330 [Min Grade: C]

MK 436. Digital Marketing Analytics. 3 Hours.

Exploration of measuring and analyzing digital marketing strategies. Students will acquire industry certification in addition to creating an online marketing strategy with an emphasis on campaign optimization.

Prerequisites: MK 303 [Min Grade: C]

MK 440. Small Business Consulting and Research. 3 Hours.

Applied field work integrating functional business fields of management, finance, accounting, marketing, economics, production policy, and decision making related to small business enterprises.

Prerequisites: FN 310 [Min Grade: C] and MG 302 [Min Grade: C] and MK 303 [Min Grade: C]

MK 445. Marketing Internship. 1-3 Hour.

Offers qualified undergraduate students the chance to gain first-hand experience in a local business while receiving academic credit. Marketing major and junior standing required. Sponsoring business may require additional courses.

Prerequisites: (MK 303 [Min Grade: C] and AC 201 [Min Grade: C] and EC 211 [Min Grade: C] and LS 246 [Min Grade: C] and QM 215 [Min Grade: C])

MK 449. Integrated Marketing Communications Practicum. 3 Hours.

Students will use their marketing knowledge to create social media marketing plans for local organizations, primarily focusing on the tactical aspects of integrated marketing communications. This practicum is a requirement for those seeking to obtain an undergraduate social media marketing certificate.

Prerequisites: MK 303 [Min Grade: C]

MK 450. Strategic Marketing. 3 Hours.

Course addresses problems of marketing management with emphasis on planning, implementing and controlling marketing activities with individual firms.

Prerequisites: (BUS 350 [Min Grade: C] and FN 310 [Min Grade: C] and MK 312 [Min Grade: C] and MK 320 [Min Grade: C] and MK 408 [Min Grade: C] and MK 410 [Min Grade: C])

MK 471. Health Care Marketing. 3 Hours.

This class is designed for upper level students with an interest in and/or who seek employment in the healthcare industry. It is also appropriate for seniors in Medical Equipment Sales and Distribution. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. The course examines health care organizations as customers in a Business to Business environment as well as the special challenges in implementing marketing strategies.

MK 490. Special Topics in Marketing. 3 Hours.

Selected marketing topics not covered in other marketing courses.

Prerequisites: (MK 303 [Min Grade: C])

MK 499. Directed Readings in Marketing. 1-3 Hour.

Specific areas in marketing.