

McCoy Hall Room 424
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www.marketing.mccoy.txstate.edu (<http://www.marketing.mccoy.txstate.edu>)

The mission of the Department of Marketing is to prepare a diverse student population to become successful marketing professionals and responsible global citizens in a data driven world. The department complements these efforts with research that adds to marketing knowledge while providing solutions to marketing challenges. Marketing majors typically pursue careers in sales, advertising, services, marketing, brand management, retail management, marketing research, and international marketing. Employers span a variety of industries and include for-profit, non-profit, and governmental agencies.

The department offers a BBA major in Marketing with opportunities to pursue a concentration in sales. The sales concentration is supported by The Center for Professional Sales. Outside of the classroom, students have opportunities to participate in several faculty-led and student-run organizations that enhance their leadership and teamwork skills, as well as their real-world marketing experience. These include the American Marketing Association (AMA), the Entrepreneurial Innovators Group (EIG), and the American Advertising Federation (AAF).

The Marketing faculty contribute to the department's mission by teaching cutting-edge marketing concepts with effective pedagogical techniques; pursuing insightful basic, applied, and instructional scholarship; and engaging in professional and community service.

With a dynamic marketing curriculum, stellar faculty, and exciting professional development opportunities, the Department of Marketing strives to ensure that Texas State marketing students graduate with relevant knowledge, skills, and a portfolio of projects that enable them to succeed in a complex and competitive business environment.

AACSB Accreditation

The McCoy College of Business is accredited by the Association Advance Collegiate Schools of Business (AACSB). AACSB Accreditation is known, worldwide, as the longest standing, most recognized form of specialized/professional accreditation an institution can earn.

Bachelor of Business Administration (B.B.A.)

- Major in Marketing (<http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-bba/>)
- Major in Marketing (Professional Sales Concentration) (<http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-professional-sales-concentration-bba/>)
- Major in Marketing (Services Marketing Concentration) (<http://mycatalog.txstate.edu/undergraduate/mccoy-business-administration/marketing/marketing-services-concentration-bba/>)

Courses in Marketing (MKT)

MKT 3301. Introduction to Marketing for Non-business Majors.

This course introduces fundamental marketing concepts, exploring how businesses create value through product development, pricing, promotion, and distribution. It examines the marketing process in the context of understanding the environmental forces and ethical and socially responsible marketing. This course is an introductory course in marketing for non-business majors. Prerequisite: A minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 3340. Entrepreneurial Marketing.

Entrepreneurial Marketing is the primary means of fast growth. Students learn to identify and develop the most efficient ways to grow a business with a toolkit of new marketing practices that can help startups and emerging firms gain a foothold in crowded markets. This course is appropriate for the students who have an entrepreneurial mindset, which is a way of thinking or set of skills that enable people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in various settings. Prerequisite: MKT 3343 and [QMST 2333 or MATH 2328] both with grades of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3343. Principles of Marketing.

This course studies the strategic marketing process, which creates value for consumers and organizations through integrated production and distribution of products. It examines the marketing process in the context of the global, cultural, economic, legal/regulatory environment. It also examines ethical and socially-responsible marketing and the impact of information technology. Prerequisite: A minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3350. Consumer Behavior.

A study of the role of the consumer in marketing. Considers the motivation, personality, attitudes, perceptions, lifestyle, and decision-making processes of consumers. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Dif Tui- Business Admin
Grade Mode: Standard Letter

MKT 3355. Retailing.

A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3358. Professional Selling.

A study of the professional selling process including strategically planning sales calls, strengthening communication skills, responding helpfully to objections, obtaining commitment and building partnerships. Examines cultivating committed relationships, strategic alliances, and partnering skills to provide total sales quality to the company, suppliers, and customers. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3360. Sales Management.

A study of issues related to planning for, managing, motivating, directing, and controlling a sales force and related sales territories. Both international and domestic perspectives are addressed. Special emphasis is given to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management. Prerequisite: MKT 3358 with a grade of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3362. Studies in Free Enterprises.

The course will focus on developing goal setting, project identification, project planning and management, marketing, financing, and implementing student directed educational programs. The projects are aimed at increasing citizen awareness and understanding of business and economic issues. (WI) Prerequisite: MKT 3343 with a grade of "D" or better and a minimum 2.0 overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin|Writing Intensive

Grade Mode: Standard Letter

MKT 3365. Services Marketing.

The services sector dominates the U.S. economy and is becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3370. Marketing Research.

This course offers a comprehensive study of marketing research process that includes formulating a problem, developing a research plan, determining a sample, analyzing data, preparing a research report, and linking the consumer, customer, public, and marketer through information. Prerequisite: MKT 3343 and [ANLY 2333 or MATH 2328] both with grades of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3375. Marketing for Social Change.

This class uses marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. In this hands-on course students develop and implement marketing campaigns for social change on behalf of non-profit clients. (WI) Prerequisite: MKT 3343 and MKT 3350 with a grade of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin|Writing Intensive

Grade Mode: Standard Letter

MKT 3380. Sports Marketing.

Examines four components of sports marketing, including: (1) the foundation of sports marketing, (2) marketing through sports, including sponsorship, endorsement, and licensing strategies, (3) the marketing of sports, including marketing mix strategies, and (4) emerging topics in sports marketing, including relationship marketing, technology, and controversial issues. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3385. Ethnic and Niche Marketing.

The course introduces students to marketing approaches used to understand and market products/services to U.S. ethnic and/or subgroups of consumers. The course includes consumer behavior and research techniques as well as implications to the marketing mix. Prerequisite: MKT 3350 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3387. Digital Marketing.

Introduces methods for dynamically and directly reaching customers using digital promotion methods. Through discussion of digital marketing concepts and hands-on projects and assignments, students explore how website design, search engine optimization, paid search, digital display advertising, email marketing, and social media can be utilized to achieve desirable marketing outcomes. Prerequisite: MKT 3343 and [ANLY 2333 or MATH 2328] both with a grade of "D" or better and minimum 2.0 GPA overall.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 3390. Marketing Health Care.

A study of marketing and its role in health care, including buyer and service provider behavior, relevant marketing principles and strategies, and emerging topics, such as medical tourism, universal health care, and health care regulations. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 4310. International Marketing.

A study of the international planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. (MULT). Prerequisite: MKT 3343 with a grade of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin|Multicultural Content

Grade Mode: Standard Letter

MKT 4315. Service Design.

Service Design involves the planning and organizing of people, infrastructure, communication, and material components of a service in order to improve its quality and the interaction between service providers and customers. This course aims to provide hands-on experience that will enable students to develop competences in service design. Prerequisite: MKT 3365 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 4325. Advanced Topics in Service Marketing.

This class is a comprehensive study of services marketing theories, concepts, and strategies; it includes an examination of cost controls, research methodologies, branding, customer service innovation, consumer behavior, and service delivery. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 4330. Promotional Strategy.

Analysis of promotional methods used in marketing and their relation to other business functions. Examines advertising, selling, and sales promotion. Prerequisite: MKT 3343 with a grade of "D" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin|Multicultural Perspective

Grade Mode: Standard Letter

MKT 4337. Marketing Management.

An integrative course that applies management concepts and techniques to the solution of marketing problems. Analyzes market segments and product positioning, product and product line price, channels of distribution, and promotion. (WI) (MULP) Prerequisite: [ANLY 2333 or MATH 2328] and MKT 3343 and six additional hours of marketing courses all with grades of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin|Multicultural Perspective|Writing Intensive

Grade Mode: Standard Letter

MKT 4340. Marketing Analytics Foundations.

The course explores data analysis techniques that are applied to real-world business problems. Students will learn how to analyze business data and how to make strategic decisions. In addition, students will learn how to monitor and predict marketing and sales metrics and how to turn data into actionable plans. Through discussions of marketing concepts and hands-on projects and assignments, students will learn how to use analytics to create positive organizational outcomes. Prerequisite: MKT 3343 and [ANLY 2333 or MATH 2328] both with grades of "D" or better and a minimum 2.0 overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 4341. Marketing Data Visualization.

This course delves into the role of data visualization in modern marketing. Students will use the industry's top data visualization tools to analyze and present marketing metrics for actionable insights. We'll tackle best practices for organizing and presenting data using real-world scenarios. All course materials, assignments, and projects will be conducted in cutting-edge, highly demanded data visualization platforms, giving you the skills needed to tell compelling, data-driven stories. By the end of the course, you'll be adept at understanding your data, crafting clear visual narratives, and effectively communicating your findings to a target audience—all through the use of data graphics. Prerequisite: MKT 3343 and [ANLY 2333 or MATH 2328] both with grades of "D" or better and a minimum 2.0 overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 4392. Sales Internship.

This course provides an integration of professional and academic experience through a Sales internship with an external employer. Credit awarded as pass/fail. Prerequisites: MKT 3343 and MKT 3358 both with grades of "D" or better and instructor approval.

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing|Dif Tui- Business Admin

Grade Mode: Credit/No Credit

MKT 4393. Services Marketing Internship.

This course provides an integration of professional and academic experience through a Service internship with an external employer. Credit awarded as pass/fail. Prerequisites: MKT 3343 and MKT 3365 both with grades of "D" or better and instructor approval.

3 Credit Hours. 0 Lecture Contact Hours. 3 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing|Dif Tui- Business Admin

Grade Mode: Credit/No Credit

MKT 4395. Independent Study in Marketing.

Directed research and extensive written assignment on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research. May be repeated once for credit with different emphasis. (WI) Prerequisite: Instructor approval.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing|Dif Tui- Business Admin|Writing Intensive

Grade Mode: Standard Letter

MKT 4396. Directed Study in Professional Sales.

Directed study and research in selected professional sales topics. May be repeated for credit with a different emphasis. Prerequisite: MKT 3343 and MKT 3358 both with grades of "D" or better and a minimum 2.0 Overall GPA.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Dif Tui- Business Admin

Grade Mode: Standard Letter

MKT 4397. Directed Study in Marketing.

Directed study and research in selected marketing topics, including the development of a promotional or marketing plan. Course can be offered as individual instruction or as an organized class. Repeatable for credit with different emphasis. Prerequisite: Instructor approval.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing|Dif Tui- Business Admin|Dual Enrollment Permitted

Grade Mode: Standard Letter

MKT 4399. Marketing Internship.

This course provides an integration of professional and academic experience through internship with an external employer. Credit awarded as pass/fail. Prerequisite: MKT 3343 with a "D" or better and Instructor approval.

3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing|Dif Tui- Business Admin

Grade Mode: Credit/No Credit