

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 Management with a Major in Digital Marketing (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-bsba/>)
- Marketing Management with a Major in Marketing (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-bsba/>)
- Marketing Management with a Major in Marketing Insights & Innovation (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-insights-innovation-bsba/>)
- Marketing Management with a Major in Professional Sales (BSBA) (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-professional-sales-bsba/>)

Minors

- Marketing Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-minor/>)
- Marketing-Digital Marketing Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-digital-marketing-minor/>)
- Marketing-Marketing Insights & Innovation Minor (<https://catalog.odu.edu/undergraduate/business/marketing/marketing-insights-innovation-minor/>)
- Marketing-Professional Sales Minor (<https://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: Sophomore Standing or instructor permission

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 317 New Product Planning and Commercialization (3 Credit Hours)

This course addresses the complex, cross-disciplinary nature of product planning and commercialization, which encompasses product development and product management. Course content covers strategic issues that emerge during the product life cycle, beginning with idea conception to technical development to launch to eventual product dismissal, and includes understanding customer needs, translating customer needs into technical specifications, business and market analyses, coordination of marketing mix variables, testing, launch, and postlaunch management. While the term 'product' is employed, the course treats service planning alongside product planning. At the conclusion of this course, one should realize and understand good managerial practices for successful product planning and commercialization.

Prerequisites: Junior standing or instructor permission

MKTG 318 AI in Business: Foundations and Applications (3 Credit Hours)

This course provides a dynamic exploration of artificial intelligence and its transformative impact on business. Students gain a foundational understanding of key AI concepts and hands-on experience with popular AI tools like ChatGPT (among many other AI tools). Students analyze the strategic implications of AI for innovation, competitive advantage, and the changing landscape of work. This course also explores ethical considerations, responsible AI governance, and future trends to equip students with the knowledge and skills to leverage AI for business.

Prerequisites: Junior standing and/or instructor permission

MKTG 319 Artificial Intelligence (AI) in Digital Marketing Management (3 Credit Hours)

This course provides a comprehensive exploration of how artificial intelligence is transforming digital marketing. It equips students with the knowledge and skills to leverage AI tools and technologies across various aspects of marketing strategy and management. Students will build a strong foundation of AI concepts and technologies relevant to marketing and will learn to leverage AI to better understand and engage customers, plan and execute marketing plans, and increase operational efficiency. The course also highlights unique ethical considerations related to AI in marketing and examines emerging trends in AI-powered marketing, preparing students for a successful future in the field.

Prerequisites: Permission of Instructor

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 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 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) or instructor permission

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) or instructor permission

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) or instructor permission

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) or instructor permission

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) or instructor permission

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: C or better in both BNAL 206 and MKTG 311

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) or instructor permission

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) or instructor permission

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) or instructor permission

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 311 (or equivalent) or instructor permission

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) or instructor permission

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) or instructor permission

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) or instructor permission

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: A grade of C or better in MKTG 311 or instructor permission

MKTG 475 Marketing Insights (3 Credit Hours)

Marketing Insights comprises the processes and technologies that enable managers to have a better understanding of consumers, the market, and the performance of marketing programs. By gaining insights, managers can make better decisions using evidence and insights from available data. This course will give students the tools and techniques to effectively use data to describe customer behavior, evaluate marketing programs, and foresee market trends.

Prerequisites: C or better in both MKTG 311 and BNAL 206 (or completion of BNAL 306), or instructor permission

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, 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: permission of instructor