

# MARKETING

**Department Website: Marketing** (<https://www.gonzaga.edu/catalogs/current/undergraduate/school-of-business/marketing/>)

Marketing emphasizes satisfying needs and wants through the facilitation of the exchange process between and among organizations and customers. Marketing concepts and techniques apply to all types of organizations, whether they are for profit or non-profit and whether providing goods, services, experiences or ideas to their customers. An organization's long-term success is determined by understanding customer preferences and perceptions as well as how they change. Marketing is also a critical link between organizations and their environment.

The topics studied include: gathering and interpreting market information, understanding customer decision processes and the influencers of these processes, target market decisions involving segmenting markets and positioning market offerings, marketing promotion and advertising, product design and modification, pricing, distribution of products, and effective managerial decision-making and planning.

Marketing is an essential, universal activity common to all individuals and organizations around the world, whether pursuing personal employment, seeking clients for an accounting firm, or in marketing supertankers or soap. Marketing knowledge and skills may lead to challenging and satisfying careers in nearly any field including such activities as sales and sales management, advertising and promotion management, retail management and buying, product development and management, public relations, industrial marketing, marketing research, and international marketing.

## Marketing Concentration Program Requirements

Code	Title	Hours
MKTG 315	Consumer Behavior	3
MKTG 330	Marketing Research	3
MKTG 402	Marketing Communications	3
MKTG 419	Marketing Strategies	3
Select one of the following:		3
MKTG 400-400 level Elective		
ECON 355	Regression Analysis	
EDPE 400	Sport Sponsorship and Promotions	
PRLS 310	Writing for Public Relations	
PSYC 310	Cognition	
PSYC 335	Social Psychology	
<b>Total Hours</b>		<b>15</b>

## Marketing Electives:

Code	Title	Hours
MKTG 316	Fashion Marketing and Retailing	3
MKTG 317	Promoting the Arts	3
MKTG 318	Social Media Marketing	3
MKTG 319	Content Marketing	3
MKTG 342	Graphic Design	3
MKTG 410	Digital Marketing	3

MKTG 411	Digital Advertising	3
MKTG 415	New Product Development	3
MKTG 417	International Marketing	3
MKTG 418	Personal Selling	3
MKTG 420	Data Visualization	3
MKTG 421	Business Analytics	3
MKTG 489	Special Topic Seminar	1-3
MKTG 490	Promotion Project	1-3

## Courses

### MKTG 310. Principles of Marketing. (3 Credits)

This course provides an overview of the dynamics of marketing. The focus is the study of exchange and its facilitation for all types of products, both tangible and intangible. The functions, institutions, problems and philosophies of modern marketing are presented in survey form. The major areas of marketing decision-making are examined including: selecting and working with target markets, product development and management, promotion and marketing communication, pricing, and distribution. Fall and Spring. Students with a semester level of First Year (0-25.99 credits) may **not** enroll.

Enrollment is limited to students with a program in Undeclared Business, Accounting, Business Administration, Engineering Management, Digital Marketing, General Business or Promotion.

### MKTG 315. Consumer Behavior. (3 Credits)

Consumer behavior is the study of human responses to products and services and to the marketing of those products and services. The focus of the course is on achieving a deeper understanding of the psychological, social, cultural, and economic dimensions of consumer judgment and decision-making. Influence factors such as attitudes, personality, memory, motivation, perception, and reference groups are explored. In addition, ethical concerns in the field are considered. Prerequisite: MKTG 310

**Prerequisites: Prerequisites exist. Refer to Zagweb.**

Enrollment is limited to students with a program in Marketing or Promotion.

### MKTG 316. Fashion Marketing and Retailing. (3 Credits)

This course introduces students to the fundamental principles that govern fashion. The history of fashion trends is examined prior to a discussion of product development issues, distribution, pricing, and merchandising. The international economics of fashion and global competition are also explored. Florence only. On sufficient demand.

### MKTG 317. Promoting the Arts. (3 Credits)

This course will focus on promotion objectives, strategies, and plans for a range of arts and cultural non-for profit organizations including performing arts companies, ensembles, commercial art galleries, theaters, museums, symphonies, dance companies, as well as artist management. It will include business planning and budgeting, fund-raising, legal aspects of art administration (e.g. contracts), personnel, program development, marketing, long-range and strategic planning, and other aspects that inform and instruct decision-making in arts and cultural organizations today. Florence campus only.

**MKTG 318. Social Media Marketing. (3 Credits)**

Students will learn the elements of a successful social media strategy as a component of a communications plan. The tactical implementation details associated with a social media strategy will also be an important component of the class e.g. social media measurement tools and calculation of return on investment.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

**MKTG 319. Content Marketing. (3 Credits)**

This course is designed to provide students with an advanced understanding of content marketing and its role in today's digital landscape. Students will learn how to create and implement an effective content marketing strategy that aligns with business goals and objectives. Topics covered in the course include content creation, distribution, promotion, and measurement. Students will also learn how to leverage different digital channels and platforms to reach and engage with target audiences.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

**MKTG 330. Marketing Research. (3 Credits)**

This course provides a general overview of marketing research. Students will be introduced to the analytical procedures and technology most widely employed by marketing professionals. Students will acquire an appreciation of the marketing research process and become knowledgeable users of information provided by this form of inquiry. Specific topics covered include: alternative methods of obtaining information, problem identification, research design, measurement scales, questionnaire construction, validity and reliability issues sampling error, sampling procedures, statistics, computer data analysis, research reporting, and ethical dilemmas.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Undeclared Business, Business Administration, Digital Marketing or Promotion.

**MKTG 342. Graphic Design. (3 Credits)**

The focus of this course is a survey of recent developments, styles, techniques, and theory of graphic design as a commercial art form. The class incorporates the use of professional computer software as a means to create effective visual communications.

**Prerequisites:** Prerequisites exist. Refer to Zagweb.  
Enrollment is limited to students with a program in Undeclared Business, Business Administration, Public Relations, Digital Marketing or Promotion.

**MKTG 402. Marketing Communications. (3 Credits)**

This course examines the strategic use of various marketing communication elements including advertising, sales, promotion, public relations, personal selling, and direct marketing to build and maintain brand equity. Analysis will focus on topics such as selecting among alternative promotional tools, budgeting and allocation decisions, determining appropriate message strategy, and developing media schedules for a given product/market selection. Particular attention will be paid to the effective integration of elements across the promotional mix. Pre-requisite: MKTG 315

**Prerequisites:** Prerequisites exist. Refer to Zagweb.  
Enrollment is limited to students with a program in Undeclared Business, Business Administration, Digital Marketing or Promotion.

**MKTG 410. Digital Marketing. (3 Credits)**

The course will examine marketing strategies in light of the explosion of options for engaging customers in a marketplace landscape in which traditional and new media coexist. The course will explore the use of digital tools and techniques as part of an overall branding, advertising, and communications strategy. These include social media, search engine optimization, consumer-generated content, video and viral marketing, display and mobile advertising, interactive technologies, etc. Two themes that will cut across the course topics are 1) linking strategy and tactics and 2) measuring results.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

**MKTG 411. Digital Advertising. (3 Credits)**

This course explores the role of advertising in marketing strategy including advertising in a digital environment (e.g., e-mail solicitation, search engine advertising, and web design and content). Key topics include the communication process as well as basic practices and procedures of modern media. In addition, the course focuses on the application of advertising principles to the development of advertising objectives, strategy formulation, budgeting, media selection, copy testing, and evaluating advertising results. Regulatory, social, and ethical dimensions of advertising are also explored. Pre-requisite: MKTG 310

**Prerequisites:** Prerequisites exist. Refer to Zagweb.  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Undeclared Business, Business Administration, Public Relations, Digital Marketing or Promotion.

**MKTG 415. New Product Development. (3 Credits)**

Class discussion and experiential projects are used to demonstrate methods which enhance the value created by new products. Idea assessment, product design, test marketing, and the implementation procedures necessary to successfully introduce a new product are discussed. Issues surrounding why new products fail and how brand image can be effectively managed and legally protected are also presented. On sufficient demand.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Accounting, Business Administration, Digital Marketing or Promotion.

**MKTG 416. Retail Management. (3 Credits)**

The practice and theory of retail assortment planning, buying, facility layout, profit management, and site location are studied. The use of the internet to enhance customer relationship management and the globalization of the retail industry are also examined. On sufficient demand.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Business Administration, Digital Marketing or Promotion.

Enrollment limited to students in the College of Arts Sciences or School of Business colleges.

**MKTG 417. International Marketing. (3 Credits)**

This course provides an introduction to international marketing concepts and their application to various business situations. The course emphasizes principles and practices of marketing in the contemporary global environment. It is designed to enhance students' knowledge about current developments in international business. The material covers both U.S. and foreign companies doing business in various countries around the world. The course considers the marketing perspectives that allow increased interaction with global markets. Techniques, operations, and ethical dilemmas that are unique to international marketing will be discussed.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment is limited to students with a program in Accounting, Business Administration, Digital Marketing or Promotion.

**MKTG 418. Personal Selling. (3 Credits)**

This class examines the selling process. The basic principles underlying all types of selling and the practical applications of these principles to various selling situations are presented. In addition, an introduction to sales management issues such as recruitment, selection, training, motivation, compensation, sales analysis, and evaluation is provided. Pre-requisite: MKTG 310

**Prerequisites:** Prerequisites exist. Refer to Zagweb.

**MKTG 419. Marketing Strategies. (3 Credits)**

This is an integrative, capstone course in marketing. This course focuses on developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability. The course emphasizes systematic analysis of marketing problems and exercising good decision-making when faced with such problems. The core competencies to be developed in the course are the enhanced understanding of the marketing management process, marketing analysis, and decision-making, and the ability to formulate marketing strategy.

**Prerequisites:** MKTG 315 with a minimum grade of D and MKTG 330 with a minimum grade of D and MKTG 310 with a minimum grade of D  
Enrollment is limited to students with a program in Marketing.

**MKTG 420. Data Visualization. (3 Credits)**

The amount of data available in business has increased and this has led to an emphasis on data-driven decision making. In this course, students will learn how to acquire, clean, and manipulate data for creating effective data visualizations. The focus will be on the creation of visual displays of data to understand and explore them and to communicate research findings. It will also address the cognitive bases of effective visualizations and introduce students to a set of static and interactive visualization tools within the open-source R statistical software environment.

**MKTG 421. Business Analytics. (3 Credits)**

The course provides students with an analytics tool-kit to complement their business knowledge, which would enable them to be better decision makers. It will cover topics such as ANOVA, Multiple Regression, Logistic Regression, Lift Charts, Decision Trees, Artificial Neural Networks, Principal Components Analysis and Cluster Analysis. Students will use open-source software tools, predominantly using R, to implement these analytical procedures.

**Prerequisites:** Prerequisites exist. Refer to Zagweb.

**MKTG 489. Special Topic Seminar. (1-3 Credits)**

**May be repeated for credit.**

Credit by arrangement.

**Prerequisites:** MKTG 310 with a minimum grade of D  
Enrollment is limited to students with a program in Business Administration, Digital Marketing or Promotion.

**MKTG 490. Promotion Project. (1-3 Credits)**

**May be repeated for credit.**

Members of the class form a marketing agency for an outside company or organization. Over the course of the project, the class designs and implements a promotional campaign, manages a budget, conducts market research, makes an agency-style presentation to the client, and develops a professional recap book which reports the results of the campaign. This course can help the student improve skills in marketing, public relations, human resources and operations management, communications, business writing, public speaking, event planning, time management, group dynamics, and teamwork. Open to all concentrations. Enrollment by permission only.

**Prerequisites:** Prerequisites exist. Refer to Zagweb.

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

**MKTG 491. Directed Study. (0-3 Credits)**

**May be repeated for credit.**

An individually designed course appropriate to the student's concentration. Directed study requires completion of an application form and departmental permission. Zagweb registration not available. Summer only.

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Business Administration, Digital Marketing or Promotion.

Enrollment limited to students in the School of Business college.