

# Marketing

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## Mission

The Marketing Department provides a rigorous education in the theory and practice of Marketing as well as opportunities to focus on particular aspects of the field, so that our students can succeed and thrive in today's ever changing and challenging marketplace. With concentrations in General Marketing, Sports and Entertainment Marketing, and, Advertising and Promotions, students can hone their skills in specific disciplines and make important industry connections.

With courses in Consumer Behavior and Market Research, students gain insight into understanding and satisfying customer wants and needs. Marketing Communications courses teach students how to successfully engage the target audience using traditional and digital media. Upper level Marketing courses challenge majors to address real-world scenarios. SJU graduates leave Hawk Hill with a well-rounded knowledge base of ethics, strategy, global commerce, technology, analytics and more, that will make them more versatile and desired in their chosen fields.

Graduates of Saint Joseph's Marketing Department have moved on to careers in communications, sales, consumer products, retail, sports, entertainment and health care to name a few. Many such graduates return to Hawk Hill to recruit current students to carry on the tradition of SJU student achievements.

Want to get involved? The award-winning student chapter of the American Marketing Association is a great a way to start. The AMA hosts many Marketing-related events on campus, including networking panels, industry guest speakers and service projects. You can try the campus radio station—Radio 1851—or its record label—1851 Records (founded by professor and former radio executive Dr. David Allan)--to get experience in Entertainment Marketing. The Sports Marketing Club puts students in touch with sports executives

from all aspects of the business and also hosts many networking events and field trips.

The Marketing Department faculty boasts an array of talent from industry-renowned scholars to successful business executives, all of whom are dedicated to developing our students both in and out of the classroom.

## Offerings

The Marketing Department offers a variety of programs allowing students to build a solid foundation in core Marketing concepts as well as probe their interest in specialized fields. Three degrees are available: a B.S. in General Marketing, a B.S. in Sports Marketing and a B.S. in Entertainment Marketing.

For students who are majoring in other subjects within the Haub School of Business or in the College of Arts & Sciences, certain courses (as described below) may count towards minor requirements in:

- Advertising & Promotions
- Communications Studies
- Entertainment Marketing
- General Marketing
- Music
- Sports Marketing

## General Marketing Major

### Learning Goals and Objectives Marketing Major

#### Goal 1: Functional Marketing Skills:

**Objective 1.1:** Students will have the ability to apply target market strategies in support of organizational, divisional, and functional goals.

**Objective 1.2:** Students will have the ability to apply product strategies in support of organizational, divisional, and functional goals.

**Objective 1.3:** Students will have the ability to apply pricing strategies in support of organizational, divisional, and functional goals.

**Objective 1.4:** Students will have the ability to apply place strategies in support of organizational, divisional, and functional goals.

**Objective 1.5:** Students will have the ability to apply promotion strategies in support of organizational, divisional, and functional goals.

#### Goal 2: Functional Marketing Skills

**Objective 2.1:** Students will be able to assess the potential effect of various environmental conditions on the market players and behaviors.

**Goal 3: Functional Marketing Skills**

**Objective 3.1:** Students will be able to collect and analyze data to develop customer insights.

**Goal 4: Functional Marketing Skills**

**Objective 4.1:** Students will be able to develop and evaluate resource-based and market-oriented marketing plans intended to satisfy objectives for for-profit and not-for-profit organizations.

**Objective 4.2:** Students will be able to measure, evaluate, and effectively communicate performance against key objectives.

**Goal 5: Communication Skills**

**Objective 5.1:** Students will demonstrate clear and persuasive oral and written communication skills.

**Goal 6: Critical Thinking Skills**

**Objective 6.1:** Students will engage in critical analyses and discussions of real marketing problems.

**Requirements For The General Marketing Major**

The General Marketing Degree endows students with a solid foundation in the basic principles of Marketing which can be applied to various industries, product and service categories, and non-profits. The requirements are:

**GEP Signature Courses (See Curricula): six courses**

**GEP Variable Courses (See Curricula): six to nine courses, including**

**Integrated Learning Component (ILC):** three courses including Microeconomics (ECN 101), Macroeconomics (ECN 102) and any other courses from the social sciences of Economics, Psychology and Sociology.

**Free electives: six courses**

**Business Foundation: ten courses including:**

ACC 101	Financial Accounting
ACC 102	Managerial Accounting
DSS 200	Introduction to Information Systems
DSS 210	Business Statistics
DSS 220	Business Analytics
FIN 200	Introduction to Finance
MGT 110	Essentials of Organizational Behavior
or	
MGT 120	Essentials of Management
MGT 360	Legal Environment of Business I
MKT 201	Principles of Marketing
BUS 495	Business Policy

**Core Marketing Courses**

Required of all Marketing majors to be taken in the following sequence:

MKT 202	Marketing Research
MKT 302	Consumer Behavior
MKT 301	Marketing Communications
MKT 401	Marketing Strategy

Marketing majors must also take two MKT electives from the 300-400 level courses. It is strongly suggested that one of these courses is a Marketing Internship (MKT 490).

**Sports Marketing Major**

**Learning Goals and Objectives Sports Marketing Major**

**Goal 1: Functional Sports Marketing Skills:**

**Objective 1.1:** Students will gain knowledge of the structure and operations of the professional and amateur sports industry and the organizations that comprise the industry, from both an historical and contemporary perspective.

**Objective 1.2:** Students will master and be able to apply the specialized terminology used in digital media to generate advertising and transactional revenues in the sports industry.

**Objective 1.3:** Students will gain a keen understanding of the difference between *marketing of sports* (events and properties) and *marketing through sports* (building brands via alignment with a sports property) by conducting research which will enhance their knowledge of the critical role that fan affinity plays in the marketing of and through sports.

**Goal 2: Critical Thinking and Problem Solving**

**Objective 2.1:** Students will be able to identify and critically analyze the application of select intellectual property laws, vital to monetizing sports business activities and protecting the significant revenue stream in the sports industry.

### **Goal 3: Ignatian Values/Jesuit Traditions**

**Objective 3.1:** Student will gain knowledge of and develop proficiencies for utilizing compelling and ethical techniques for selling sports as a product by demonstrating the understanding of tactical versus strategic selling and how each is critical to successfully building revenue.

**Objective 3.2:** Student will gain knowledge of and develop proficiencies for utilizing compelling and ethical techniques for selling sports as a product by creating compelling and ethical sales presentations to support ticket sales and sponsorship proposals.

**Objective 3.3:** Student will gain knowledge of and develop proficiencies for utilizing compelling and ethical techniques for selling sports as a product by conducting critical analyses of business and ethical challenges facing the sports industry and creating policy solutions for those challenges.

### **Goal 4: Communication Skills**

**Objective 4.1:** Students will demonstrate clear and persuasive oral and written communication skills.

### **Requirements For The Sports Marketing Major**

Philadelphia is a city that loves its sports teams, and that passion makes Saint Joseph's an exciting place to study Sports Marketing. A strong foundation in Marketing, blended with an appreciation for sports culture and the business of sports, characterizes this unique program.

The theme of the program is to "move the revenue needle of sports properties in an ethical and socially responsible manner." Students can choose from a diverse array of classes taught by industry experts who combine theory and real-world experience that touch on today's "hot" sports issues. From managing a franchise, to the ins and out of Sports Law, to how to engage fans in today's digital world, the SJU Sports Marketing program equips students with the tools to succeed in all aspects of the Sports Marketing arena.

The Sports Marketing major requirements are the same as the General Marketing major with respect to the GEP, Business Foundation and free electives with one exception: Sports Marketing majors should take Sports Economics (ECN 420) as the third ILC course.

All Sports Marketing majors must take Business of Sports (MKT 351) as a pre-req to all other Sports Marketing courses except for Sports Law (MKT 352). The second course you should take is Sports Marketing (MKT 353) which is a pre-req/co-req for all remaining SPMKT courses. The major requires six courses as follows:

#### **Class of 2016**

MKT 351	Business of Sports
MKT 353	Sports Marketing
MKT 490/497	Internship in Sports Marketing
MKT 35x-	Three Upper level Sports Marketing
36x	courses

#### **Classes of 2017 and beyond**

MKT 351	Business of Sports
MKT 353	Sports Marketing
MKT 352	Sports Law
MKT 355	Sports Sales and Selling
MKT 362	Digital Media in Sports
MKT 35x-36:	One Upper level Sports Marketing course

### **Entertainment Marketing Major**

#### **Learning Goals and Objectives Entertainment Marketing Major**

##### **Goal 1: Functional Marketing Skills:**

**Objective 1.1:** Students will have the ability to apply target market strategies in support of organizational, divisional, and functional goals.

**Objective 1.2:** Students will have the ability to apply product strategies in support of organizational, divisional, and functional goals.

**Objective 1.3:** Students will have the ability to apply pricing strategies in support of organizational, divisional, and functional goals.

**Objective 1.4:** Students will have the ability to apply place strategies in support of organizational, divisional, and functional goals.

**Objective 1.5:** Students will have the ability to apply promotion strategies in support of organizational, divisional, and functional goals.

### **Goal 2: Functional Marketing Skills**

**Objective 2.1:** Students will understand and apply key media and communications theories to the fan experience.

### **Goal 3: Functional Marketing Skills**

**Objective 3.1:** Students will gather, analyze, and assess customer and industry data.

### **Goal 4: Functional Marketing Skills**

**Objective 4.1:** Students will develop, implement, and evaluate strategies in support of key objectives.

### **Goal 5: Critical Thinking Skills**

**Objective 5.1:** Students will engage in critical analyses and discussions of real problems in the entertainment industry.

### **Goal 6: Communication Skills**

**Objective 6.1:** Students will demonstrate clear and persuasive oral and written communication skills.

## **Requirements For The Entertainment Marketing Major**

The Entertainment Marketing program is a one-of-a-kind major for the student who wants to work behind the scenes in show business. With a degree in Entertainment Marketing, you can help develop a marketing plan for a blockbuster movie, a concert tour or the big game.

The Entertainment Marketing major teaches students how traditional Marketing practices are applied and often rewritten in entertainment via specialized courses and interaction with industry experts. Music Marketing, Sports Marketing, Event Planning are among the course offerings.

The Entertainment Marketing major requirements are the same as the General Marketing major with respect to the GEP, Business Foundation and free electives. The program requirements are:

MKT 202	Marketing Research
MKT 302	Consumer Behavior
MKT 342	Entertainment Law
MKT 343	Entertainment Marketing
MKT XXX	Two Music or Sports Marketing Electives

## **Specialized Marketing Focus**

Students who wish to enhance their Marketing training in a specific area may use their upper level MKT electives to take additional courses in these disciplines.

### **Advertising and Promotions Courses:**

MKT 312	Selling and Sales Management
MKT 314	Social Media Marketing
MKT 321	Advertising
MKT 324	Public Relations and Publicity
MKT 325	Fundamentals of Applied Design
MKT 326	Media Now

### **Entertainment Marketing Courses:**

MKT 341	Music Marketing
MKT 342	Entertainment Law
MKT 343	Entertainment Marketing
MKT 344	Business of Recorded Music
MKT 350	Event Marketing

### **Sports Marketing Courses:**

MKT 351	Business of Sports
MKT 352	Sports Law
MKT 353	Sports Marketing
MKT 354	Business of Baseball
MKT 355	Sports Sales & Selling
MKT 356	Sports Media
MKT 361	Sports Licensing
MKT 362	Digital Media in Sports
MKT 370	Special Topics in Sports Marketing

## **Requirements for Marketing Related Minors**

### **Requirements for the Advertising And Promotions Minor**

The Advertising and Promotions minor is directed at A&S students who have an interest in pursuing employment in the advertising industry. This minor is NOT available to Marketing majors or Communications Studies minors. Double minors or exceptions to this policy require approval of the Marketing Department Chair. The required courses and electives are listed below.

ECN 101	Microeconomics
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MKT 201	Principles of Marketing
MKT 301	Marketing Communications
or	
MKT 303	Marketing Communications (non-business)
MKT 321	Advertising
MKT 324	Public Relations & Publicity
MKT 300-400	One Elective from the following list:
MKT 314	Social Media Marketing
MKT 315	Marketing in a Multicultural World
MKT 325	Fundamentals of Applied Design
MKT 490	Marketing Internship

### Requirements for the Entertainment Marketing Minor

The Entertainment Marketing minor is directed at A&S students who have an interest in pursuing employment in the entertainment industry. This minor is NOT available to Marketing majors. Double minors or exceptions to this policy require approval of the Marketing Department Chair. The required courses and electives are listed below.

ECN 101	Microeconomics
MKT 201	Principles of Marketing
MKT 202	Marketing Research
MKT 302	Consumer Behavior
MKT 342	Entertainment Law
MKT 343	Entertainment Marketing

### Requirements for the General Marketing Minor

The Marketing minor allows HSB students in other majors and A&S students to expand their Marketing skills. Double minors require approval of the Marketing Department Chair. The six courses listed below are required for the minor in Marketing. Note that students should follow the suggested course sequence as well as adhere to individual course prerequisites as outlined in the course descriptions.

MKT 201	Principles of Marketing
MKT 202	Marketing Research
MKT 301	Marketing Communications
MKT 302	Consumer Behavior
MKT 401	Marketing Strategy
MKT 300-400	Marketing Elective

### Requirements for the Sports Marketing Minor

The Sports Marketing minor is directed at A&S students who have an interest in pursuing employment in the sports industry. This minor is NOT available to Marketing majors. Double minors or exceptions to this policy require approval of the

Marketing Department Chair. The required courses and electives are listed below.

ECN 101	Microeconomics
MKT 201	Principles of Marketing
MKT 351	The Business of Sports
MKT 353	Sports Marketing
MKT 35x-36x	Two Upper level Sports Marketing courses

### Other Minors

The General Marketing curriculum allows for several minors that are offered in conjunction with the College of Arts & Sciences. Students can easily accommodate these minors by using their general electives to fulfill the remaining course requirements. Double minors require approval of the Marketing Department Chair. These minor fields of study include:

- Communications Studies Minor
- Music Industry Minor

### Marketing Courses

#### MKT 150 People, Planet & Profit (3 credits)

The purpose of this **freshman seminar** is to help students understand the responsibility they have to live a more sustainable lifestyle, persuading others to live a sustainable lifestyle, and acting as key influencers in persuading businesses and other organizations in becoming more sustainable. As the title of the class indicates, students learn how individuals, the environment, and organizations can exist in harmony with one another.

#### MKT 201 Principles of Marketing (3 credits)

Brands, sports teams, charities, politicians and entertainers all depend on Marketing to stand out from the crowd. An introduction to the theory and practice of Marketing—the process of building strong relationships with customers by meeting or exceeding their needs. In this course, you will review the basic concepts of Marketing from "STP" (Segmenting, Targeting & Positioning) to the "4 Ps" (Product, Promotion, Price & Place). The broad social, cultural, political and economic issues that impact Marketing are also examined. *Must be Sophomore or above.*

#### MKT 202 Marketing Research (3 credits)

In today's Marketing environment, information is power. An in-depth study of the various steps of the market research process from problem definition to data analysis. Focus on the use of market research techniques and technology as

applied to marketing planning, product development, performance monitoring and marketing communications.

*Prerequisite: MKT 201.*

**MKT 211 Honors Principles of Marketing (3 credits)**

Brands, sports teams, charities, politicians and entertainers all depend on Marketing to stand out from the crowd. An introduction to the theory and practice of Marketing—the process of building strong relationships with customers by meeting or exceeding their needs. In this course, you will review the basic concepts of Marketing from "STP" (Segmenting, Targeting & Positioning) to the "4 Ps" (Product, Promotion, Price & Place). The broad social, cultural, political and economic issues that impact Marketing are also examined. **Limited to students in the Honors Program.**

**MKT 301 Marketing Communications (3 credits)**

Breaking through the "clutter" to gain the customer's attention is a never-ending challenge. An inclusive review of the various elements of Integrated Marketing Communications and how they are used to successfully engage the target audience. Topics such as advertising, digital/alternative media, public relations and sales promotion are addressed from creative development to media selection to execution with the goal of communicating to constituents with one clear voice. *Prerequisite: MKT 201.*

**MKT 302 Consumer Behavior (3 credits)**

Understanding what makes customers "tick" is the foundation of successful Marketing. A study of how consumer and business needs and wants are converted into satisfactions, with primary emphasis on the core consumer psychological processes that underlie consumer decision making. The course highlights major consumer behavior models, current research on consumer behavior, and the socio-cultural issues that influence consumers. *Prerequisite: MKT 201*

**MKT 303 Marketing Communications for Non-Business Students (3 credits)**

This course is for Communications Studies students who will not take Principles of Marketing (MKT 201). Topics such as advertising, digital/alternative media, public relations and sales promotion are addressed from creative development to media selection to execution with the goal of

communicating to constituents with one clear voice. *Not available to Marketing majors or minors.*

**MKT 312 Selling and Sales Management (3 credits)**

Behavioral and systems approaches to selling will be covered, along with the role of selling in the Marketing mix and the importance of selling in customer service. Discussion of sales force management including the tools and techniques of effective sales presentations, the role of technology, sales training and motivation. *Prerequisite: MKT 201.*

**MKT 313 Ethics in Marketing (3 credits)**

Discussion and analysis of the behavior and interaction of companies, consumers and customers across various topics such as personal privacy, sales responsibility, intellectual property, pricing, image and issue presentation, and Marketing channels. Students will develop multiple methods for evaluating ethical issues in terms of actions and consequences from the perspective of shareholders, employees, consumers, society-at-large & the environment. *Prerequisite: MKT 201*

**MKT 314 Social Media Marketing (3 credits)**

With almost lightning speed, technology has changed the way we learn, communicate, forge relationships and shop. Explore the growing popularity of using digital technologies to reach consumers and further your working knowledge of the four zones of social media (community, publishing, entertainment & commerce). *Prerequisite: MKT 201*

**MKT 315 Marketing in a Multicultural World (3 credits)**

The American demographic landscape is shifting dramatically and Marketing must strive to keep up. Discussion of the challenges and opportunities for marketers wishing to target various ethnic groups in the United States. Topics include how to develop Marketing strategies and refine the Marketing mix to best serve and research these different and changing groups. *Prerequisites: MKT 201 and MKT 301 or MKT 303.*

**MKT 321 Advertising (3 credits)**

Advertising has come a long way from the days of "Mad Men", yet it is still the most prominent and glamorous component of the communications mix. An effective ad should inspire us to buy, click, donate or even vote. This course will examine the

elements of successful Advertising from strategy and development to execution and evaluation.

*Prerequisites: MKT 201 and MKT 301 or MKT 303*

### **MKT 324 Public Relations and Publicity (3 credits)**

Is all PR really good PR? The concepts, history, theory, social responsibility and management of Public Relations and its role in the communications mix. This course will survey PR problems and practices in corporations, government agencies, associations and not-for-profit organizations.

*Prerequisites: MKT 201 and MKT 301 or MKT 303*

### **MKT 325 Fundamentals of Applied Design (3 credits)**

A "hands on" course where you will learn graphic skills that are the technical foundation for transforming advertising concepts into effective visual communications. Extensive use of current online graphics programs. *Prerequisites: MKT 201 and MKT 301 or MKT 303*

### **MKT 326 Media Now (3 credits)**

This course will introduce students to the institutional, political and economic forces that shaped the development of media, including ownership structures, corporate practices, and state policy interventions affecting media institutions in both the public and private sectors. Students will also analyze the interrelations between Cultural, Multicultural and Communication Policy interventions. *Prerequisites: MKT 201 and MKT 301 or MKT 303*

### **MKT 331 International Marketing (3 credits)**

Marketing is going global at a rapid pace. A multi-faceted study of the concepts, methods and challenges of conducting business in international markets. The economic, political, cultural and geographical factors affecting multinational marketers are addressed from the perspective of various stakeholders including customers, exporters and local businesses. *Prerequisite: MKT 201.*

### **MKT 341 Music Marketing (3 credits)**

Learn how traditional marketing principles are applied—and frequently rewritten—for the music industry. A course for individuals considering a career in Music Marketing or the Music Industry minor. Examine the various elements of music marketing: artists, record companies, managers and booking agents, touring, radio and television, music retailing and distribution, publicity, demographics, trends and technology.

### **MKT 342 Entertainment Law (3 credits)**

A discussion of the legal issues in the entertainment industry from the perspective of various stakeholders including artists, writers, agents, producers and distributors. Using a legal framework, students will examine a variety of entertainment scenarios including concerts, shows, radio and TV. *Prerequisite: MKT 201.*

### **MKT 343 Entertainment Marketing (3 credits)**

Entertainment can be viewed as both a 'product' and as a promotional tool. Learn about entertainment industry Marketing practices as well as the organizations and people who conceive of, create and distribute entertainment properties including television, film, music, gaming and theater. *Prerequisite: MKT 201*

### **MKT 344 The Business of Recorded Music (3 credits)**

This course focuses on the structure and function of the recording industry and the role of various participants. It examines past, present and future business models employed by recording companies as they relate to recorded music's value chain.

### **MKT 350 Event Marketing (3 credits)**

The use of Event Marketing as a strategy to reach consumers beyond traditional, cluttered advertising mediums. You will learn how to plan and execute events, and use events to effectively engage prospective consumers, build brand awareness, and market a company's products and services.

*Prerequisite: MKT 201.*

### **MKT 351 The Business of Sports (3 credits)**

A look at professional and college sports as big business including league structure; ownership and franchise values; sources of revenue; sports media; labor issues; competitive balance; and the economic and financial aspects of college athletic departments. *Prerequisite: MKT 201.*

### **MKT 352 Sports Law (3 credits)**

Many of today's sports headlines have little to do with wins and losses. A discussion of the legal issues related to sports, from managing sports-related businesses to working as a sports agent or a university athletic director. Students will delve into existing sports business lawsuits and collective bargaining agreements to stimulate discussion and

formulate answers to practical sports business problems. *Must be Sophomore or above.*

### **MKT 353 Sports Marketing (3 credits)**

Sports Marketing has become increasingly sophisticated over the last decade as teams compete for the entertainment dollar. A study of Marketing, promotion, sales and sponsorship strategies utilized in the sports industry by both sports properties and brand partners. *Prerequisite: MKT 201*

### **MKT 354 The Business of Baseball**

An examination of how MLB and its franchises operate as business entities, starting with baseball's antitrust exemption and reserve clause. The course covers league operations, labor relations, financial issues, marketing, baseball and the media, and ballparks. *Must be Sophomore or above.*

### **MKT 355 Sports Sales and Selling**

Learn how to develop the skills essential to effectively building sales and revenue within a sports business and leverage the various revenue producing opportunities within a sports franchise or organization. The course will explore critical factors in successfully renewing and growing sales with both consumers and corporate partners. *Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.*

### **MKT 356 Sports Media (3 credits)**

Focus on the unique interaction between sports and the communications and media industries. Topics include the evolution of sports and media; current and future relationships between sports and radio, TV, newspapers, digital and mobile media; and the growth and influence of cable TV, ESPN, regional sports networks, and league networks. *Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.*

### **MKT 358 College Athletics: Administration and Marketing (3 credits)**

Principles and practices of running the business of college athletics in an NCAA institution. Discussion of the roles and responsibilities of the athletic director and staff, compliance officers, coaches, and marketing personnel, as well as issues related to conformance to NCAA regulations and racial and gender equity in the business of college athletics. *Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.*

### **MKT 361 Sports Licensing**

Sports licensing is a major contributor to team and league revenue. Learn about the history of sports licensing, the principles of trademark law, current licensing models and types of licenses, licensor-licensee relationship and responsibilities, and social compliance issues related to manufacturing, sourcing and distribution. *Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.*

### **MKT 362 Digital Media in Sports**

This course will review the sports digital landscape including current issues, best practices, branding, mobile sports, ticketing, fantasy sports and e-commerce.

*Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.*

### **MKT 370 Special Topics in Marketing (3 credits)**

This course will be offered periodically on a topic of interest in the field of Marketing as chosen by the instructor.

*Prerequisite: MKT 201.*

### **MKT 401 Marketing Strategy (3 credits)**

Pulling it all together is the focus of this Marketing capstone course, whereby students apply the Marketing knowledge acquired from previous Marketing courses. Students will conduct in-depth analysis of consumer, industrial and not-for-profit Marketing issues. Cases dealing with product innovation and development, Marketing demand, pricing, distribution and promotion will also be explored. **Can only be taken during the senior year.** *Prerequisites: MKT 201, MKT 202, MKT 301 and MKT 302.*

### **MKT 450 Marketing Study Tour (3 credits)**

A specially designed international tour to varying countries which offers students a unique opportunity to study international business and develop a better understanding of the global marketing environment—its dimensions, participants, trends and opportunities. Students will also experience the heritage, ambiance, and excitement of the world's great countries and cities. *Prerequisite: MKT 201.*

### **MKT 490 Marketing Internship (3 credits)**

An on-the-job experience whereby students spend a minimum of fifteen hours a week applying Marketing principles for an approved employer. All students must take MKT 201 as a pre-requisite to any internship. A minimum GPA of 2.5 is required.

Students who have a GPA of 3.0 or higher may take this course after completing one other MKT course. Students with a GPA of 2.5-3.0 must take three other MKT courses prior to doing an internship. Course requires approval of Marketing Department Internship Coordinator prior to registration.

**MKT 491 Marketing Practicum (1 credit)**

This course is meant for students with an internship opportunity, for which the prospective employer requires university credits, and who have already completed a three-credit internship. The course is limited to General and Sports Marketing majors who have completed MKT 201 plus a three-credit internship. Course requires approval of Marketing Department Internship Coordinator prior to registration. This practicum does not satisfy any major or minor requirements. Grade will be Pass/Fail.

**MKT 493-494 Independent Study in Marketing  
1-6 credits**

**MKT 494-494 Honors Research in Marketing 1-6  
credits**

**MKT 497 Sports Marketing Internship (3  
credits)**

An on-the-job experience whereby students spend a minimum of fifteen hours a week applying Marketing principles for an approved employer. All students must take MKT 201 as a pre-requisite to any internship. A minimum GPA of 2.5 is required. This course is limited to Sports Marketing majors taking their required 3-credit internship during the summer and counts as a course during the following fall semester.

**MKT 499 Research Practicum (3 credits)**

Take your research skills to the next level while developing the insights needed to make effective Marketing decisions.

*Prerequisites: MKT 201 and MKT 302*