MKT 2000 Special Problems (IND 0.0-6.0)
(Variable) Problems or readings on specific subjects or projects in the department. Consent of instructor required.

MKT 2001 Special Topics (LEC 0.0-6.0)
(Variable) This is designed to give the department an opportunity to test a new course. Variable title.

MKT 3000 Special Problems (IND 0.0-6.0)
Problems or readings on specific subjects or projects in marketing. Prerequisite: Consent of instructor required.

MKT 3001 Special Topics (LEC 0.0-6.0)
This is designed to give the department and opportunity to test a new course. Variable title.

MKT 3105 Marketing and Strategy Essentials (LEC 1.5)
This course is an introduction to the essentials of marketing and strategy for running a business. It is designed for students planning to enter the MBA program who need this area and for non-business students who want some business background. Credit in this course cannot be applied to any major or minor in Business, IS&T, or Economics. Prerequisite: Bachelor Degree.

MKT 3110 Marketing (LEC 3.0)
The course examines the distribution, product, price, and promotion policies that underlie the activities of marketing institutions and the managerial, economic, and societal implications of such policies.

MKT 3210 Consumer Behavior (LEC 3.0)
Introduces and applies important concepts, principles, and theories to understand consumer decision-making processes in the purchase, usage and disposal of goods and services. Examines the influence of cultural, social, and psychological factors on consumer behavior. Prerequisite: MKT 3110.

MKT 4099 Undergraduate Research (IND 0.0-6.0)
Designed for the undergraduate student who wishes to engage in research. Not for graduate credit. Not more than six credit hours allowed for graduation credit. Subject and credit to be arranged with the instructor. Prerequisite: Consent of instructor required.

MKT 4150 Customer Focus and Satisfaction (LEC 3.0)
Major emphasis is given to the concept of customer focus, with coverage of techniques for obtaining customer needs, measuring customer satisfaction, developing products and services to satisfy customers, and maximizing the benefits of customer feedback. A semester long HoQ project will be done. Prerequisites: MKT 3110 or MKT 3105 or ENG MGT 3510. (Co-listed with BUS 4150).