**Option in Marketing**

**B.S. in Business Administration**

http://paulcollege.unh.edu/departments/marketing

The Marketing Option focuses on how to develop, establish, and maintain products and services of high value for customers as well as how to deliver and communicate them. The option addresses key linkages critical to effective customer and product management, from understanding customer needs and problems to delivering appropriate solutions and services. It further examines decision choices facing managers concerning market selection, entry timing, positional advantage to be pursued, targeting and executional approaches.

**REQUIREMENTS:**

<table>
<thead>
<tr>
<th>Courses</th>
<th>Prerequisites</th>
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<td><strong>Required:</strong></td>
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<tr>
<td>MKTG 752: Marketing Research</td>
<td>ADMN 585</td>
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<tr>
<td>MKTG 753: Consumer/Buyer Behavior (Writing Intensive)</td>
<td>ADMN 585</td>
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<tr>
<td>MKTG 762: Marketing Workshop (Writing Intensive)</td>
<td>Senior status; at least TWO of the following – MKTG 752, MKTG 753, or MKTG 763</td>
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<td>MKTG 763: Market Opportunity Analysis</td>
<td>ADMN 585; pre or co-requisite ADMN 580</td>
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<td><strong>Choose TWO of the following 700 level courses:</strong></td>
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<td>MKTG 750: Marketing Strategy</td>
<td>ADMN 585; MKTG 752 and/or MKTG 753 highly recommended</td>
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<td>MKTG 754: Retail Management</td>
<td>ADMN 585</td>
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<td>MKTG 756: Franchising</td>
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<td>MKTG 757: Integrated Marketing Communication</td>
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<td>MKTG 760: International Marketing</td>
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<tr>
<td>MKTG 764: New Product Development</td>
<td>ADMN 585</td>
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<td>MKTG 798: Topics in Marketing (topics vary – see course descriptions below for more information)</td>
<td>Vary depending on topic</td>
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**Course Descriptions**

**Pre-requisite course**

ADMN 585: Principles of Marketing  
Covers marketing as the process of planning and developing goods and services to satisfy the needs of target customers: consumers, other businesses, institutions. Focus on how marketing contributes to the firm's goals through product planning, pricing, promotion, and distribution policies. Open to PAUL majors only. No credit for students who have had MKTG 550 or HMGT 600. Prereq: ADMN 400; ECON 401.

**Required Courses**

MKTG 752: Marketing Research  
Understanding fundamental concepts, tools, and methods used in conducting a marketing research study. Taking general managerial problems and structuring them in terms of specific questions amenable to research. Developing a competence in designing and conducting common qualitative and quantitative research (e.g., survey research). Students will learn various statistic techniques commonly used in marketing research and be able to use these analyses to provide managerial recommendations.”  
**Prereq:** ADMN 585

MKTG 753: Consumer/Buyer Behavior  
Covers concepts, models, and theories from the behavioral sciences applied to consumer decision making and purchasing behavior. Examines consumer behavior from economic, psychological, sociological, and anthropological perspectives. Topic coverage includes discussion of marketing strategies and tactics to understand and influence consumer choice.  
**Prereq:** ADMN 585. Writing intensive.

MKTG 762: Marketing Workshop  
This course is open only to senior marketing option students and serves as their capstone learning experience. Students work in small teams on a real-world marketing problem given by outside businesses, non-profits, or government agencies. The teams conduct
extensive field research, formulate strategy, and then implement, or test marketing campaign ideas and programs. Prereq: Senior standing; at least two of MKTG 752, 753, and 763. Writing intensive.

**MKTG 763: Market Opportunity Analysis**
Introduces students to the analysis of the business environment in which a company operates and provides key inputs into strategic marketing planning and decision-making. Students will learn the process, concepts, and techniques commonly used in the identification, assessment, and forecasting of market opportunities. Prereq: ADMN 585; Pre- or Co-requisite ADMN 580.

**Electives**

**MKTG 750: Marketing Strategy**
An integrative marketing course designed to provide the student with a cohesive understanding of marketing decision making through the exploration of marketing problems with an emphasis on qualitative and quantitative analysis as well as strategy formulation. Through the use of case studies, the course is destined to students who want to learn and apply what they learn, and thus emphasizes both the understanding and the application of concepts and practices in marketing strategy. Prereq: ADMN 585. MKTG 752 and/or MKTG 753 are recommended.

**MKTG 754: Retail Management**
Analysis of managerial problems in retailing establishments. Focus is on operational problems, retail store organization, location analysis, buying and inventory management, retail financial management, and selling and sales promotion. Other areas include environmental effects on retailing, the formulation of retail strategy, human resource issues, and customer service. Prereq: ADMN 585.

**MKTG 756: Franchising**
Designed to help students acquire an understanding of franchising as a system of distribution and business expansion. Franchising will be studied from both the perspectives of the franchise and the franchiser. In addition, economic, financial, and legal issues associated with franchising will be covered. By the end of the course, acquisition of skills and sources of information that would permit sound assessment of the business opportunities available in franchising. Prereq: ADMN 585 or HMG 600. (Also offered as HMG 756.)

**MKTG 757: Integrated Marketing Communication**
Course provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, and customer service. The course gives special emphasis to the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals. Prereq: ADMN 585.

**MKTG 760: International Marketing**
Environmental factors affecting international trade: culture and business customs, political and legal factors and constraints, economic and technological development, and the international monetary system. Integration of these with the marketing management functions of market research and segmentation; product, promotion, distribution, and pricing decisions. Prereq: ADMN 585.

**MKTG 764: New Product Development**
Tactical and strategic issues concerned with the development and marketing of product and service innovations. Equips students with the concepts, tools, and approaches useful in the development, management, and marketing of products and services. Provides an integrated experience of the process of uncovering customer problems, understanding these problems, and providing superior solutions. Prereq: ADMN 585.

**Special Topics**

**MKTG 798: Marketing in a Digital World**
The primary intent of this course is to provide students with a hands-on experience in the application of marketing concepts to real-world issues in digital marketing. To accomplish this, the course is structured as an applied learning project class designed for students who have a career interest in the field of digital marketing. Due to the rapidly changing digital marketing environment, in addition to lectures and guest speakers, this course emphasizes and requires direct student involvement and experiential learning. Prereq: ADMN 585.

**MKTG 798: The Business of Sales**
“The Business of Sales” lays the groundwork for students with the desire to explore sales and business development as a professional career path. The course covers consultative selling, sales leadership, business ethics, principled negotiations, presentations, and business etiquette. The objective of the course is to prepare students for sales careers upon graduation. Prereq: ADMN 585.

**MKTG 798: Online Marketing Communications**
This course introduces students to the latest concepts and techniques in marketing using new media channels made by the Internet and wireless mobile devices. The course explores such topics as online advertising, search engine optimization (SEO), Web analytics, mobile messaging, and the use of social media networks for marketing communications. Students will learn how and where to apply OMC tools in real-world business situations through case studies of “best practices” currently being used. The course is taught entirely online using the Canvas learning management system. (replaces Blackboard system tools.) Prereq: ADMN 585 or equivalent.

**MKTG 798: Perspectives on the Business Environment in the Dominican Republic**
The course is offered in J-term. Particular emphasis on the Dominican Republic is provided through a 12-day in-country experience where topics such as business expansion methods, the business climate, culture and ethics, the political and legal environment, organizational structure, the status of information technology, and the economic climate, will be explored through readings, guest lectures, visits to business organizations, and group discussions. Open to Paul majors only. Permission of instructor required. Students must meet all requirements for UNH study abroad programs. Prereq: ADMN 585.

Peter T. Paul College of Business and Economics  
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