

MGT/MKTG 4476: Contemporary Global Business Practices

3 Credit Hours

Prerequisite: MGT 3100 and MGT 3600 , 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

This course will deal with current practices in Global Business. It will examine the strategies and tactics adopted by Global Companies from both Developed as well as Emerging Markets. Students will obtain insights into how firms in today's global markets need to be skilled in handling virtual teaming, outsourced and offshored projects, and strategic alliances across national boundaries, in order to maintain competitive advantage.

Notes: MGT 4476 and MKTG 4476 cannot both be used.

MKTG 3100: Principles of Marketing

3 Credit Hours

Prerequisite: [(Grades of "B" or higher in ACCT 2101, ACCT 2102, ECON 2105, and ECON 2106) or Admission to Coles College Undergraduate Professional Program] or [completion of 60 credit hours with a minimum GPA of 2.0 and student in a Coles College Partner Program that includes this course].

An introduction to the principles of marketing. This course examines the term, "marketing," in a broad sense to include all those activities of individuals or organizations which encourage and facilitate exchanges of values. This includes many activities such as research, physical distribution, product planning, pricing and promotional activities. The concepts are examined as they apply to marketing of goods and services in profit and nonprofit sectors in both domestic and global markets.

MKTG 3150: Consumer Behavior

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

This course examines the diverse influences of culture, society and psychological processes on consumer purchase patterns. Implications for marketing activities are also discussed.