

MKTG 4100: Marketing Research

3 Credit Hours

Prerequisite: MKTG 3100 and ECON 2300, 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.

An examination of the marketing research process as an information providing activity supporting management decision-making. The course covers definition of the research problem, selecting and planning of a research design, measurement and scaling, questionnaire construction, and data analysis and interpretation. Students are required to use a statistical software package for data management and analysis.

MKTG 4300: Basic Retailing

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 is an introduction to retailing as a business institution. Retailing involves selling goods and services to the final consumer. Students describe and evaluate activities, procedures and decisions related to the operation of a retail unit.

MKTG 4350: Retail Management

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.

An examination of the practices and methods of retail distribution and merchandising as a rapidly changing part of the total marketing process, involving both large and small firms.

Notes: MKTG 4300 recommended but not required as a prerequisite

MKTG 4400: Directed Study

1-3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 3.0, (Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course), and approval of instructor and Department Chair prior to registration.

Special topics of an advanced nature not in the regular course offerings.