

# DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS

Terribeth Gordon-Moore , Interim Chair

Department of Marketing and International Business offers four unique and exciting programs. Join the more than 800 students to find out why Marketing, Professional Sales, and Digital Marketing are their programs of choice...attractive jobs, valuable internships, industry and global networking, travel and study abroad, research-productive and student-centered faculty, and three very active student organizations are some of the compelling reasons!

## Degrees Offered

- BBA Digital Marketing (<http://utoledo-public.courseleaf.com/undergraduate/business-innovation/department-marketing-international-business/bba-digital-marketing/>)
- BBA Marketing (<http://utoledo-public.courseleaf.com/undergraduate/business-innovation/department-marketing-international-business/bba-marketing/>)
- BBA Professional Sales (<http://utoledo-public.courseleaf.com/undergraduate/business-innovation/department-marketing-international-business/bba-professional-sales/>)

### EBUS 3090 Doing Business Digitally

[3 credit hours]

This course is an introduction to the networked economy, e-commerce and business transformation. It covers the technological trends, business opportunities, competitive threats, marketing responses and public policy issues concerning e-commerce.

**Term Offered:** Spring, Summer, Fall

### EBUS 3180 Web Design and Data Analytics

[3 credit hours]

A study of Web site design and management process for effective business communication, including authoring software, graphic tools, scripting techniques, java applets and related technical, legal ethical and managerial issues.

**Term Offered:** Fall

### EBUS 4040 Digital Business Intelligence

[3 credit hours]

A study of business intelligence management in an e-commerce environment, including the use of data mining and inbound marketing analytics tools for market analysis and business decision supports.

**Prerequisites:** EBUS 3090 with a minimum grade of D-

**Term Offered:** Spring, Fall

### EBUS 4150 Social Media Marketing

[3 credit hours]

A hands-on course involving case studies of successful e-commerce business models and a team-based project to develop e-commerce plan for established and start-up businesses.

**Prerequisites:** EBUS 3090 with a minimum grade of D-

**Term Offered:** Spring

### EBUS 4940 Internship

[3 credit hours]

Course description: Gain practical, hands –on professional experience while working in an organization.

### IBUS 3150 Understanding Cultural Differences For Business

[3 credit hours]

Course focuses on understanding cultures and managing cultural differences for competitive advantage in global business.

**Term Offered:** Spring, Summer, Fall

Multicultural Non-US Diversity

### IBUS 3600 International Management

[3 credit hours]

An overview of management in different geographic regions of the world. Case studies will be used to compare and contrast national models of management.

**Prerequisites:** BUAD 3030 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

### IBUS 4100 Study Abroad Program

[3 credit hours]

Program includes travel abroad, study and written report of an industry, company, or issues of interest, cultural immersion, and visits to manufacturing, service and government organizations.

**Term Offered:** Spring, Summer, Fall

### IBUS 4180 North American Business Practices

[3 credit hours]

This course will examine the business environment in North America and compare business practices and trade relationships between Canada, Mexico and the United States.

### IBUS 4360 Global Business

[3 credit hours]

Students will learn to integrate international business functions, develop strategies that respond to environmental changes, and understand the challenges faced by small, mid-sized and multinational firms operating in a global environment.

**Term Offered:** Spring, Fall

### IBUS 4490 Global Management Systems

[3 credit hours]

A study of how management systems in various world regions evolve in response to the emerging global context. Focus will be on analyzing the determinants of similarities and contrasts in management systems.

**Prerequisites:** BUAD 3030 with a minimum grade of D-

### IBUS 4940 Internship In International Business II

[3 credit hours]

A course in which the student receives practical International Business experience working in a global organization either within the U.S. or overseas.

**Term Offered:** Spring, Summer, Fall

### IBUS 4980 Special Topics In International Business

[3 credit hours]

Analysis of current issues in International Business.

### IBUS 4990 Independent Study

[1-3 credit hours]

An individually supervised study in International Business. Students must submit a proposal to be approved by a department faculty member prior to enrolling in the course.

**MKTG 3130 Supply Chain Management**

[3 credit hours]

This course presents an integrated approach to value chain management and analyzes key challenges, practices and trends concerning primary business functions and processes. The course also examines the strategic ramifications for the supply chain in an emerging digital economy.

**Prerequisites:** BUAD 2080 with a minimum grade of D- or BMGT 2110 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3140 International Marketing**

[3 credit hours]

Course focuses on developing an international marketing plan. Foreign country target market selection and development of a plan of action are explored in hands-on learning experience.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3170 Marketing For Non-Profit Organizations**

[3 credit hours]

An introduction to marketing for non-business students. Focus is on planning and executing marketing programs in not-for-profit organizations. No credit for CBA students.

**Term Offered:** Spring

**MKTG 3260 Mobile Marketing**

[3 credit hours]

Digital marketing is undergoing fundamental and highly disruptive changes. Mobile is at the epicenter of these changes. In the wake of this turbulence, marketers need to be aware of the evolving options available, evaluate which are relevant to their marketing objectives and create compelling campaigns that take advantage of the power of these new mobile marketing vehicles. This course focuses on topics related to mobile commerce and marketing in the global economy and presents opportunities, challenges, and key processes of conducting business and marketing activities using connected mobile devices around the globe.

**Prerequisites:** BUAD 2080 with a minimum grade of D- or BMGT 2110 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3280 Internet Marketing**

[3 credit hours]

A study of Internet-based marketing management, including market opportunity and environmental assessment, Web presence and value propositions, and special issues concerning marketing mix design and implementation.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3690 Principles Of Marketing Communications**

[3 credit hours]

Focuses on communication tools in marketing: advertising, sales promotion, specialty advertising, packaging, publicity, direct marketing and personal selling. Attention to managerial decision making, legal and ethical aspects of promotion.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3850 Buyer Behavior And Relationship Marketing**

[3 credit hours]

Utilization of the behavioral sciences for the analysis of both consumer and business markets. Designing marketing programs to build strong seller-buyer relationships.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3870 Advertising Strategy**

[3 credit hours]

Project-oriented course providing hands-on experience in advertising campaign design. Emphasis on strategy and application involved in advertising.

**Prerequisites:** MKTG 3690 with a minimum grade of D-

**Term Offered:** Spring

**MKTG 3880 Marketing Research And Data-Based Management**

[3 credit hours]

This course addresses the fundamentals of marketing information system, marketing research and data-based marketing. Emphasis is on searching, developing and providing customer information for marketing decision making.

**Prerequisites:** BUAD 2070 with a minimum grade of D- and BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3910 Direct Marketing**

[3 credit hours]

Techniques used and problems encountered in direct marketing. Analysis of the various marketing strategies, with an emphasis on promotions and media employed. Analysis of the social issues of direct marketing is included.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 3920 Sports Marketing**

[3 credit hours]

This course examines the world of sports as a business and will focus on attracting the ultimate customer-sports fans in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at the professional, collegiate and special event levels focusing on the role marketing plays in planning and decision-making in attracting fans and other major customer—sponsors.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**MKTG 4130 Marketing Analysis And Decision Making**

[3 credit hours]

This capstone course, which focuses on small and global firms, is designed to sharpen students' integrative decision-making abilities through case analysis and a simulation or project-based analysis experience.

**Prerequisites:** (MKTG 3880 with a minimum grade of D- and MKTG 3850 with a minimum grade of D-)

**Term Offered:** Spring, Summer, Fall

**MKTG 4220 International Sourcing, Logistics And Transportation**

[3 credit hours]

This course provides extensive insight of foreign trade practices and decision-making criteria attendant to international sourcing, logistics and transportation management.

**Prerequisites:** BUAD 2080 with a minimum grade of D- or BMGT 2110 with a minimum grade of D-

**Term Offered:** Spring, Fall

**MKTG 4540 Business Marketing**

[3 credit hours]

Analysis of business markets and development of programs to market industrial business-to-business products/services.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 4940 Marketing Internship**

[1-3 credit hours]

Receive practical business experience working in an organization.

**Term Offered:** Spring, Summer, Fall

**MKTG 4980 Special Topics**

[3 credit hours]

Analysis of current issues in Marketing, International Business, or Business Economics.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**MKTG 4990 Independent Study**

[1-3 credit hours]

Independent study in marketing, international business, or business economics. Student must submit a proposal to be approved by a department faculty member prior to enrolling in the course.

**Term Offered:** Spring, Summer, Fall

**PSLS 3000 Sales Career Orientation And Management**

[1 credit hour]

This course addresses careers in sales, looking at different types of selling and sales activities.

**Term Offered:** Spring, Fall

**PSLS 3080 Purchasing And Business Relationship Management**

[3 credit hours]

Purchasing and Business Relationship Management is designed for students interested in a career in sales, purchasing or general marketing. You will be exposed to the industrial buyer behavior and buying processes, strategic purchasing, relationship management and supply chain management. You will develop skills in communication, planning, analytical thinking and negotiation.

**Term Offered:** Spring, Summer, Fall

**PSLS 3440 Professional Sales**

[3 credit hours]

This course introduces the professional selling process from a customer collaboration perspective. The course utilizes role plays and exercises to develop a strong but adaptable sales process that will serve a student well in a business or complex selling situation.

**Term Offered:** Spring, Summer, Fall

**PSLS 3450 Sales Technologies and Strategies**

[3 credit hours]

This course introduces the student to the activities involved in supporting buyer-seller interactions and the personal selling function using the principles of Customer Relationship Management (CRM). Its purpose is to provide skills in areas related to prospecting, sales force automation technology, time and territory management, and managing customer follow-up.

**Prerequisites:** BUAD 3010 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**PSLS 4500 International Sales Negotiation**

[3 credit hours]

This course is designed to explore the cultural and business implications of a sales career within an international or cross-cultural setting.

Students will work in an applied setting engaging in role-playing and company analysis to understand the unique characteristics of this context. Prerequisite: Junior standing

**PSLS 4710 Salesforce Leadership**

[3 credit hours]

The role and functions of the first line sales manager will be examined, including sales force size and organization, and management of the sales force. Issues related to hiring, training, supervising, compensating and evaluating salespersons are also emphasized.

**Prerequisites:** PSLs 3440 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall

**PSLS 4740 Advanced Sales**

[3 credit hours]

This course provides in depth study of advanced selling concepts including relationship management, account management, strategic selling, team selling and selected current topics. The course includes business presentations, field work, role playing and case studies.

**Prerequisites:** (PSLS 3440 with a minimum grade of D- and PSLs 3450 with a minimum grade of D-)

**Term Offered:** Spring, Fall

**PSLS 4940 Integrative Capstone: Sales Internship**

[3 credit hours]

Receive practical sales experiences working in a business environment.

**Prerequisites:** PSLs 3440 with a minimum grade of D-

**Term Offered:** Spring, Summer, Fall