

DEPARTMENT OF MARKETING

Interim Chair, Dr. Laurence Fink

The Department of Marketing offers two unique and exciting programs. Join the more than 800 students to find out why Marketing and Professional Sales 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 Marketing (<https://catalog.utoledo.edu/undergraduate/business-innovation/department-marketing/bba-marketing/>)
- BBA Professional Sales (<https://catalog.utoledo.edu/undergraduate/business-innovation/department-marketing/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 3280 Digital Marketing

[3 credit hours]

A study of digital marketing management, including market opportunity and environmental assessment, Web presence and value propositions, and special issues concerning marketing mix design and implementation. Students will gain a basic understanding of digital marketing concepts – including an introduction to digital marketing metrics and online advertising – in order to develop a strategic digital marketing plan.

Prerequisites: BUAD 3010 with a minimum grade of D-

Term Offered: Spring, Summer, Fall

MKTG 3380 Digital Content Development

[3 credit hours]

An exploration of inbound, branded content strategies across digital marketing channels. Students will explore written and visual content development to enhance the overall customer experience. This is an applied course where students will be introduced to frameworks and best practices on content creation and planning in order to optimize effective content for a brand's target market.

Prerequisites: MKTG 3280 with a minimum grade of D-

Term Offered: Spring, Summer, Fall

MKTG 3480 Digital Marketing Tools and Analytics

[3 credit hours]

This is a hands-on course examining the strategic use of the Internet and other digital technologies in order to improve an organization's marketing efforts. Students will explore online marketing strategies, navigate social media marketing, and utilize marketing analytic tools, resulting in an industry-recognized, digital marketing certification.

Prerequisites: MKTG 3280 with a minimum grade of D-

Term Offered: Spring, Fall

MKTG 3690 Marketing Communications

[3 credit hours]

This course focuses on communication tools in marketing, including advertising, sales promotion, direct marketing, publicity, and more. Students will analyze the objectives of these communication tools, evaluate the effectiveness of each, and develop an integrated marketing communications strategy. Course includes a focus on managerial decision making, as well as 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 3880 Marketing Research And Data Analytics

[3 credit hours]

This course addresses the fundamentals of marketing information systems, marketing research, and data analytics utilized in understanding the marketing function. Emphasis is on searching, developing, and providing information for marketing decision-making using both traditional marketing research tools, data mining, and inbound marketing analytics.

Prerequisites: BUAD 2070 with a minimum grade of D- and 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 integrates marketing functional and strategic knowledge learned throughout the major in order to sharpen students' integrative marketing decision-making abilities. The course utilizes case analysis, simulation, and/or project-based analysis.

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 Sales.

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.

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: PSL 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: PSL 3440 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: PSL 3440 with a minimum grade of D-**Term Offered:** Spring, Summer, Fall