Marketing (MKT)

Marketing (MKT) Courses

MKT 3013. Principles of Marketing. (3-0) 3 Credit Hours.
Introduction to basic principles of marketing. An examination of market analysis methods and their use to develop the organization’s product mix and the integration of the communication, distribution, and pricing strategies to achieve goals. Generally offered: Fall, Spring, Summer.

MKT 3043. Advertising. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 with a grade of “C-” or better. The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, social and economic aspects, and problems of ethics and truth in advertising. Generally offered: Fall, Spring, Summer.

MKT 3063. Personal Selling. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 with a grade of “C-” or better. Focuses on professional salesmanship. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling. (Formerly MKT 3163. Credit cannot be earned for both MKT 3063 and MKT 3163.) Generally offered: Fall, Spring, Summer.

MKT 3083. Marketing Research. (3-0) 3 Credit Hours.
Prerequisites: MKT 3013 with a grade of “C-” or better, MS 1023 or the equivalent, and MS 3043 or the equivalent. Explores the techniques of marketing research as the means to discover opportunities for investing the firm’s resources in its product offerings, including research design, sampling, data collection and analysis, and presentation of findings for marketing action. Generally offered: Fall, Spring, Summer.

MKT 3113. Retailing. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 with a grade of “C-” or better. Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective. Generally offered: Fall, Spring, Summer.

MKT 4033. Social Media Marketing. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 or consent of instructor, Chair and Dean. Advances in social media and the ease of e-commerce have enabled companies to gain instantaneous crucial customer insights. These insights are translated to be products and services offered by organizations and governments. In this course, students will learn how to construct a set of objectives and a measurement system that will give them vital ROI information. With the crucial data, managers devise a stronger marketing strategy and a specific marketing campaigns (e.g., digital, social, and mobile) to strengthen relationships with customers at every opportunity.

MKT 4053. New Product Development. (3-0) 3 Credit Hours.
Prerequisite: MKT 3013 or consent of instructor, Chair and Dean. New products and services are critical to the success and growth of all organizations. This course covers the entire product development process, from identifying customer needs, to generating concepts, to prototyping and design, to product launch. Participants will also learn how to build business cases to gain venture capital and/or angel funding, as well as protect their inventions with patents and trademarks. Students in the New Product Development course will learn best practice examples from the industry using case studies, and will have an opportunity to apply their knowledge in a team project.

MKT 4063. Multicultural Marketing. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of “C-” or better. Highlights marketing opportunities created by consumers whose marketplace choices and behaviors are shaped by their social identities as members of distinctive ethnic, age cohort, sexual orientation, and disability subcultures. Profiles the demographic, geographic, values, lifestyles, media usage, and unique market preferences of each group. Emphasizes best practices in multicultural marketing strategy, and delineates similarities to and differences from international marketing management.

MKT 4073. International Marketing. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of “C-” or better. An overview of concepts, processes, and strategies necessary to offer goods and services successfully in the global marketplace. Focus is on analyzing and assessing political, economic, technological, cultural, and competitive climates in global markets; defining the nature of important needs within the consumer and/or business segments of the country; the selection of countries or regions for market expansion strategies; the selection of target customers; and the design of strategies to facilitate market entry and subsequent expansion. Generally offered: Fall, Spring, Summer.

MKT 4093. Consumer Behavior. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of “C-” or better. Focus on the customer as a primary consideration in strategic marketing decisions. Analysis of personal and environmental variables in the customer’s world as the basis for market segmentation and subsequent formulation of the marketing mix. Generally offered: Fall, Spring.

MKT 4143. Sports Marketing. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of “C-” or better. An overview of the marketing concepts, practices, and processes involved in offering and promoting goods and services in the sports industry. Emphasis on developing an understanding of unique aspects of the sports industry and on adapting general marketing principles to the domain of sports marketing. (Formerly MKT 4953 Special Studies in Marketing: Sports Marketing. Credit cannot be earned for both MKT 4143 and MKT 4953 on the same topic.) Generally offered: Spring.

MKT 4153. Ethics in Marketing. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of “C-” or better. Addresses the moral principles behind the operation and regulation of marketing including; advertising, international marketing, internet and social advertising, marketing research, personal selling, pricing and distribution channels, and product management.

MKT 4233. Integrated Marketing Communications. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of “C-” or better. Focuses on managing and integrating communication aspects of marketing, including advertising, sales promotion, personal selling, and public relations. Generally offered: Fall, Spring.
MKT 4353. Service Operations Management. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better.
In-depth examination of operations management practices in service-oriented environments. Subjects embrace materials from operations management, logistics, marketing, economics, and management in a broad spectrum of service organizations. The course looks at strategic concepts in modern service management and presents analytical tools for business decision making. Topics include, but are not limited to, service quality, process design, facility location analysis and site selection, waiting line models, inventory management in services, demand forecasting, workforce scheduling, learning curve models, overbooking, service supply chain, and integrated service operations management. (Same as MS 4353. Credit cannot be earned for both MKT 4353 and MS 4353. Marketing majors cannot take MS 4353 as an upper-division Marketing elective.).

MKT 4763. Real Estate Marketing. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better. Focuses on the processes involved in professionally marketing and selling real estate. Emphasis is on integrating the four elements of a marketing mix – promotion, place, product, and price – and showing how they are used within the real estate industry to create marketing strategies. (Same as RFD 4763. Credit cannot be earned for both MKT 4763 and RFD 4763. Marketing majors cannot take RFD 4763 as an upper-division Marketing elective.).

MKT 4893. Marketing Capstone. (3-0) 3 Credit Hours.
Prerequisites: MGT 3003, MKT 3013 with a grade of "C-" or better, senior standing, and 12 additional semester credit hours in marketing. Students are also required to meet all University regulations related to good academic standing and maintain a minimum grade point average of 2.0 in UTSA College of Business courses. Approval is obtained through the academic advisor. The course focuses on integrating marketing functions, processes, and concepts into coherent and effective marketing decision making. (Formerly titled “Marketing Strategy.”) Generally offered: Fall, Spring, Summer.

MKT 4913. Independent Study. (0-0) 3 Credit Hours.
Prerequisites: A 3.0 College of Business grade point average, MGT 3003, MKT 3013 with a grade of "C-" or better, 9 additional semester credit hours in marketing, senior standing, and permission in writing from the instructor, the Department Chair, and the Dean of the College of Business. See academic advisor for required forms. Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor’s degree.

MKT 4933. Internship in Marketing. (0-0) 3 Credit Hours.
Prerequisites: MGT 3003, MKT 3013 with a grade of "C-" or better, a 2.5 UTSA grade point average, 9 additional semester credit hours in marketing, and permission in writing from the instructor, the Department Chair, and the Dean of the College of Business. See academic advisor for required forms and additional requirements. The opportunity to gain knowledge through the experiential activities of organizational life. Joint cooperation with business, government, and health science institutions in structuring and monitoring work experience aimed at supplementing the learning process. Opportunities are developed in consultation with the faculty advisor and Department Chair and require approval of both. Internship may be repeated once (for a total of 6 semester credit hours) provided the internships are with different organizations, but only 3 hours may count toward the 21 hours of marketing required for the major. Generally offered: Spring, Summer.

MKT 4951. Special Studies in Marketing. (1-0) 1 Credit Hour.
Prerequisites: MGT 3003 and MKT 3013 with a grade of "C-" or better. An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include topics such as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, and analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 semester credit hours will apply to a bachelor's degree.

MKT 4953. Honors Thesis. (0-0) 3 Credit Hours.
Prerequisite: MGT 3003. Enrollment limited to students applying for Honors in Marketing. Supervised research and preparation of an honors thesis. May be repeated once for credit with advisor’s approval.