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*The mission of McKendree University is to provide a high-quality educational experience to outstanding students.*

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### **MKT 205 PRINCIPLES OF MARKETING (3)**

The course focuses on an analysis of the four strategic elements of marketing – product, price, promotion, and distribution – and the environmental factors that affect the market. The basic theories and examples of marketing practices that this course comprises will prepare the student for further study in marketing and other business fields.

#### **Student Learning Outcomes**

*Students will:*

1. Understand what marketing is and the importance of marketing in every business
2. Explain the four Ps in a marketing mix.
3. Differentiate between a marketing strategy, a marketing plan, and a marketing program.
4. Differentiate between goods and services.
5. Explain the elements of the marketing strategy planning process and strategy decisions for the four Ps.
6. Understand the challenges marketers face as they work to develop ethical marketing strategies that serve consumers' needs

#### **Course Topics**

1. An analysis of the four strategic elements of marketing—product, price, promotion, and distribution
2. The environmental factors that affect the market.
3. The basic theories and examples of marketing practices.



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### **MKT 325 SPORT MARKETING (W) (3)**

This course explores the world of sport and entertainment marketing, including distribution, pricing, promotion, selling, and product/service management through the creation of a comprehensive marketing plan. Prerequisite: MKT 205.

#### **Student Learning Outcomes**

*Students will:*

1. Define, analyze, and interpret the importance of sport marketing and how it increases consumer demand;
2. Be better able to analyze marketing decision making in sport organizations;
3. Have improved their communications, coordination, and creative skills as they relate to sport marketing;
4. Have improved their readiness for internship and career searches; and
5. Developed and refined critical thinking, problem-solving, and communication skills.
6. Demonstrate and apply knowledge of sport management principles
7. Develop a skill set that advances their oral, written and creative communications abilities, as well as their analytical and critical thinking skills
8. Be prepared for an entry-level position in the field of sport management

#### **Course Topics**

1. All aspects of marketing, distribution, marketing information system, pricing, promotion, selling, and product/service management are addressed through the lens of how they are used in the sport and entertainment industries.



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### **MKT 354 ADVERTISING AND PROMOTION (3)**

A course focusing on the communications functions of marketing. Topics include public relations, merchandising, sales promotion, advertising management, and marketing communications theory and research. Prerequisite: MKT 205.

#### **Student Learning Outcomes**

*Students will:*

1. Recognize the strategic role and benefits of Integrated Marketing Communication.
2. Recognize all aspects of integrated marketing communication.
3. Design, plan, implement and control strategies for the management of IMC.
4. Critically examine the principles of successful IMC campaigns.
5. Evaluate the effectiveness of the various IMC channels and of their potential synergy.
6. Evaluate the effectiveness of new interactive technologies and tools.

#### **Course Topics**

1. Public relations
2. Merchandising
3. Sales promotion
4. Advertising management
5. Marketing communication theory and research



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### **MKT 410 MARKETING RESEARCH (W) (3)**

The course introduces the scientific method as it is applied in marketing. Quantitative and qualitative research methods are studied and an original research project is undertaken. Students gain experience in developing research questions, selecting appropriate methods, using analytical tools, and interpreting and presenting research findings. Prerequisites: MKT 205, 305, 354, MTH 170.

#### **Student Learning Outcomes**

*Students will:*

Course Learning Objectives

1. Know what marketing research is and what it does for business.
2. Explain the major phases of the marketing research process and the steps within each
3. Contrast qualitative research with quantitative research
4. Determine what needs to be measured based on a research question or hypothesis
5. Define the parts of a research report following a standard format

#### **Course Topics**

1. Developing research questions
2. Selecting appropriate methods
3. Using analytical tools
4. Interpreting and presenting research findings