

**Option in Marketing**  
**Whittemore School: BS in Business Administration**

The Marketing Option focuses on how to develop, establish, and maintain products and services of high value for customers as well as how to deliver and communicate them. The option addresses key linkages critical to effective customer and product management, from understanding customer needs and problems to delivering appropriate solutions and services. It further examines decision choices facing managers concerning market selection, entry timing, positional advantage to be pursued, targeting and executional approaches.

Students can earn an option in Marketing by successfully completing the requirements in the following table. In addition, a **Technology Track** can be added to the Marketing Option by successfully completing the two additional Information Systems Management courses noted in the table.

<b>Option in Marketing</b>
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Required <ul style="list-style-type: none"><li>• MKTG 753 Consumer/Buyer Behavior</li><li>• MKTG 762 Marketing Workshop</li><li>• MKTG 763 Market Opportunity Analysis</li><li>• One additional 700-level MKTG course. Offerings will vary from year to year.</li></ul>
Optional <b>Technology Track</b> in Marketing Option: In addition to the above requirements, students complete the following courses: <ul style="list-style-type: none"><li>• DS 773 Information Across the Enterprise (formerly Database Management Systems)</li><li>• DS 774 E-Business Strategies and Solutions (formerly Electronic Commerce Systems)</li></ul>

**Course Descriptions**

**MKTG 752 Marketing Research**

Formulating research objectives to solve marketing problems: qualitative and quantitative techniques for surveys and marketing experimentation; commonly encountered analyses and models of secondary and primary data to aid marketers in decision making; strengths and limitations of marketing research in the marketing process. Prereq: ADMN 651.

**MKTG 753 - Consumer/Buyer Behavior**

Covers concepts, models, and theories from the behavioral sciences applied to consumer decision making and purchasing behavior. Examines consumer behavior from economic, psychological, sociological, and anthropological perspectives. Topic coverage includes discussion of marketing strategies and tactics to influence consumer choice. Prereq: ADMN 651. Writing intensive.

**MKTG 754 - Retail Management**

Analysis of managerial problems in retailing establishments. Focus is on operational problems, retail store organization, location analysis, buying and inventory management, retail financial management, and selling and sales promotion. Other areas include environmental effects on retailing, the formulation of retail strategy, human resource issues, and customer service. Prereq: ADMN 651

**MKTG 756 Franchising (also offered as HMG 756)**

Designed to help students acquire an understanding of franchising as a system of distribution and business expansion. Franchising will be studied from both the perspectives of the franchise and the franchiser. In addition, economic, financial, and legal issues associated with franchising will be covered. By the end of the course,

## **Students Graduating December 2007 or Earlier**

acquisition of skills and sources of information that would permit sound assessment of the business opportunities available in franchising. Prereq: ADMN 651 or HMGT 600. (Also offered as HMGT 756.)

### **MKTG 757 Integrated Marketing Communication**

Course provides balanced coverage of all marketing communication tools: advertising, sales promotion, public relations, direct marketing, personal selling, POP, packaging, sponsorships, licensing, customer service. The course gives special emphasis to the integration of these tools to send target audiences a consistent, persuasive message that promotes the organization's goals. Prereq: ADMN 651. Note: Students that have taken MKTG 751 should not take MKTG 757.

### **MKTG 760 International Marketing**

Environmental factors affecting international trade: culture and business customs, political and legal factors and constraints, economic and technological development, and the international monetary system. Integration of these with the marketing management functions of market research and segmentation; product, promotion, distribution, and pricing decisions. Prereq: ADMN 651.

### **MKTG 762 - Marketing Workshop**

Integrative study of a real marketing situation in a business, nonprofit institution, or government agency. Student teams identify problem, collect appropriate data, suggest alternative solutions, and submit a recommended course of action. Prereq: Senior standing; at least two of MKTG 752, 753, and 763.

### **MKTG 763 Market Opportunity Analysis**

Introduces students to the analysis of the business environment in which a company operates and provides key inputs into strategic marketing planning and decision-making. Students will learn the process, concepts, and techniques commonly used in the identification, assessment, and forecasting of market opportunities. Prereq: ADMN 651; Pre- or Co-requisite ADMN 640.

### **MKTG 764 New Product Development**

Tactical and strategic issues concerned with the development and marketing of product and service innovations. Equips students with the concepts, tools, and approaches useful in the development, management, and marketing of products and services. Provides an integrated experience of the process of uncovering customer problems, understanding these problems, and providing superior solutions. Prereq: MKTG 651.

MKTG 798 Topics in Marketing (topics may change semester to semester)

## **Technology Track Courses**

### **DS 773 Managing Information Across the Enterprise (formerly Database Management Systems)**

Provides students with the skills necessary to understand the database environment of the firm. It provides students with a background to develop moderately complex, stand-alone databases and gives them the foundation to study database development in multi-user, client/server environments. Prereq: senior standing.

### **DS 774 E-Business Strategies and Solutions (formerly Electronic Commerce Systems)**

Covers the concepts, tools, and strategies for understanding the challenges and exploiting the opportunities associated with e-commerce/e-business. Provides students with an understanding of the technology platform and its components. Additional material covers various models of e-commerce/e-business and its impacts on the firm's performance. Prereq: senior standing.