

# BUSINESS MARKETING (BK)

## BK-250 Principles of Marketing

Credits: 3

Term Offered: All Terms

Course Type(s): None

Fundamental concepts involved in satisfying consumer objectives through goods and services; consumer characteristics; marketing system environments; middlemen; analysis of consumer and industrial goods; and physical distribution.

## BK-298 Special Topics in Marketing (200 Level)

Credits: 1-3

Course Type(s): None

An intensive study of a particular subject or problem in marketing, to be announced prior to registration. The course may be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

## BK-301 Marketing Research

Credits: 3

Prerequisite(s): BE-251 and BK-250 both passed with a grade of C or higher

Course Type(s): None

Methods, tools, and reasons for marketing research in support of distribution planning and policy formulation by top management; basic planning, questionnaire design, preliminary testing, field interviewing, sampling, data processing and analysis. A grade of "C" or better in BK-301 is required in order to take BK-453 International Marketing and BK-459 Managerial Marketing.

## BK-304 Consumer Behavior

Credits: 3

Prerequisite(s): BK-250 passed with a grade of C or higher

Course Type(s): None

A marketing strategy approach evaluating consumer attitudes and buying patterns; motivational and cognitive aspects of buying behavior; target market identification; and social class relationships. A grade of "C" or better in BK-304 is required in order to take BK-459 Managerial Marketing.

## BK-311 Principles of Advertising

Credits: 3

Prerequisite(s): BK-250 passed with a grade of C or higher

Course Type(s): None

Current practices in advertising, including its purpose and place, preparation and appeal, techniques, layout, and copywriting through visualized layouts and current media.

## BK-388 Cooperative Education: Marketing Concentration

Credits: 3

Prerequisite(s): BK-250 passed with a grade of C or higher, a minimum G.P.A. of 2.00, and completion of thirty credits, fifteen of which have been completed at Monmouth University

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course.

## BK-389 Internship in Marketing

Credits: 1-3

Prerequisite(s): BM-250, BK-250, Junior standing and a minimum G.P.A. of 2.00

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential learning. Experiential part involves fifteen to twenty hours of work experience per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine internship free elective credits. Departmental approval is required to take this course.

## BK-398 Special Topics in Marketing (300 Level)

Credits: 1-3

Course Type(s): None

An intensive study of a particular subject or problem in marketing, to be announced prior to registration. The course may be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

## BK-399 Independent Study in Marketing

Credits: 3

Term Offered: Spring Term

Course Type(s): None

Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.

## BK-401 Marketing Research

Credits: 3

Term Offered: All Terms

Course Type(s): None

Methods, tools, and reasons for marketing research in support of distribution planning and policy formulation by top management; basic planning, questionnaire design, preliminary testing, field interviewing, sampling, data processing and analysis.

## BK-402 Retail Marketing Management

Credits: 3

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: Spring Term

Course Type(s): None

Examines marketing within the consumer retail environment. Focuses on fundamental aspects of retailing including retail customer strategy, merchandising trends, display layouts, pricing, vendor relations, and location.

## BK-404 Consumer Behavior

Credits: 3

Term Offered: All Terms

Course Type(s): None

A marketing strategy approach evaluating consumer attitudes and buying patterns; motivational and cognitive aspects of buying behavior; target market identification; and social class relationships.

## BK-406 Marketing Analytics

Credits: 3

Prerequisite(s): BK-250 and BK-301 both passed with a Minimum grade of C or higher.

Term Offered: All Terms

Course Type(s): None

This course introduces students to methods for analyzing data residing in firms' customer databases. We will review all necessary statistical concepts and learn how to use SPSS to conduct a variety of marketing analyses using customer databases. In addition, we will discuss Google Analytics, social listening tools, and data visualization.

**BK-407 Digital Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: Fall Term

Course Type(s): None

Digital marketing combines established marketing concepts with the creative use of new digital models and digital tools, such as social media marketing, search engine optimization, mobile and email marketing. Successful students will complete the course with a comprehensive knowledge of how to develop an integrated digital marketing strategy from formulation to implementation.

**Credits: 3****BK-411 Principles of Advertising**

Term Offered: All Terms

Course Type(s): None

Current practices in advertising, including its purpose and place, preparation and appeal, techniques, layout, and copywriting through visualized layouts and current media.

**Credits: 3****BK-419 Export/Import Marketing and Logistics**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: Spring Term

Course Type(s): None

Export/Import Marketing deals with ways to do business with the global market whether that is through importing or exporting a product or service. This course will cover how and why we import/export, government regulations, marketing strategies, documentation, procedures, tariff & non-tariff barriers, financing, method of payments, transportation, logistics, laws, Free Trade Agreements and related topics. Also listed as BI-419.

**Credits: 3****BK-420 Health Care Management and Marketing**

Prerequisite(s): BM-250, and BK-250 passed with a grade of C or higher

Term Offered: Spring Term

Course Type(s): None

An introductory overview of the U.S. healthcare system and its overall management and marketing issues, including coverage of its past and present political, organizational, socioeconomic, behavioral, human resource, educational, and utilization dimensions.

**Credits: 3****BK-421 Marketing of Services**

Prerequisite(s): BK-250 passed with a grade of C or higher

Course Type(s): None

Examines the applications of the conceptual framework of marketing within the service business context. Focuses on the characteristics of the service environment, as well as important considerations in the services marketing-mix strategies.

**Credits: 3****BK-422 Principles of Personal Selling**

Prerequisite(s): BK-250 passed with a grade of C or higher

Course Type(s): None

Theory and practice of personal selling; qualifications and preparation of the salesperson, the psychology of selling, and the various steps that enter into the sale itself.

**Credits: 3****BK-431 Sports Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: Fall Term

Course Type(s): None

Classroom lectures and readings will illuminate the theoretical underpinnings and practical applications of marketing strategies to the collegiate and professional sport, special events, international sport, broadcasting, facility management, and sporting goods industries.

**Credits: 3****BK-452 Business Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: All Terms

Course Type(s): None

Aspects of marketing raw and semi-manufactured materials; industrial equipment of all kinds and other production goods; focus on product, market, and channel analyses.

**Credits: 3****BK-453 International Marketing**

Prerequisite(s): BK-301 passed with a grade of C or higher, EN-101, and EN-102

Term Offered: All Terms

Course Type(s): WT

Analysis of the policy, managerial, and implementation considerations involved in seeking multinational business opportunities with emphasis on the role of environmental and cultural differences in developing strategies for foreign market penetration.

**Credits: 3****BK-457 Social Media Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher, and IT-150 or IT-100

Term Offered: All Terms

Course Type(s): None

Explores marketing strategies and tactics to gain website traffic, brand exposure, consumer insight, customer engagement, and sales through social media platforms. Social media marketing is a dynamic component of integrated marketing communications, and as such it must be carefully coordinated within the branding and promotional mix as well as across paid, owned and earned media through a comprehensive social media marketing plan.

**Credits: 3****BK-459 Managerial Marketing**

Prerequisite(s): BK-301 and BK-304 both passed with a grade of C or higher

Term Offered: All Terms

Course Type(s): None

Application of management principles to the integrated marketing function, both internally within the various units of the marketing division and externally in coordination with the other major divisions of the company.

**Credits: 3****BK-480 Business Research: Marketing**

Term Offered: Spring Term

Course Type(s): None

Active participation in a research project chosen by and currently being pursued by the faculty sponsor. Student activities may include but are not limited to: literature search, data collection, data analysis, preparation of a manuscript, and delivery of a manuscript.

**Credits: 3****BK-488 Cooperative Education: Marketing Concentration**

Prerequisite(s): BK-250 passed with a grade of C or higher, a minimum G.P.A. of 2.00 and completion of thirty credits, fifteen of which have been earned at Monmouth University

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course.

**Credits: 3**

**BK-489 Internship in Marketing****Credits: 3**

Prerequisite(s): BM-250, BK-250 passed with a grade of C or higher, Junior standing and a minimum G.P.A. of 2.00

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential learning. Experiential part involves fifteen to twenty hours of work experience per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine internship free elective credits.

**BK-498 Special Topics in Marketing (400 Level)****Credits: 1-3**

Prerequisite(s): BK-250 passed with a minimum grade of C or higher, or as announced in the course schedule

Term Offered: All Terms

Course Type(s): None

An intensive study of a particular subject or problem in marketing to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis.

**BK-499 Independent Study in Marketing****Credits: 3**

Term Offered: All Terms

Course Type(s): None

Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.