

# MARKETING (MKT)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes ([https://csprd.louisville.edu/ps/ps\\_class/EMPLOYEE/PSFT\\_CS/c/COMMUNITY\\_ACCESS.CLASS\\_SEARCH.x/?state=62dab551a0d600a5e8237359c50704e59007&duo\\_code=sjUx20STj21bWVFe0271Y2iHn0v0Y0](https://csprd.louisville.edu/ps/ps_class/EMPLOYEE/PSFT_CS/c/COMMUNITY_ACCESS.CLASS_SEARCH.x/?state=62dab551a0d600a5e8237359c50704e59007&duo_code=sjUx20STj21bWVFe0271Y2iHn0v0Y0)).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

## Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<https://louisville.edu/bursar/tuitionfee/university-fees/>).

### MKT 200. Elements of Marketing 1.5 Units

**Prerequisite(s):** Admission to the Business Essentials minor program; CIS 100 or CIS 250; MGMT 101.

**Fee:** An additional \$15.00 is charged for this course.

**Description:** An introduction to the basic elements of marketing.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### MKT 201. Multiculturalism in the Marketplace - SB 3 Units

**Term Typically Offered:** Fall, Spring

**Fee:** An additional \$30.00 is charged for this course.

**Description:** As the United States becomes increasingly majority "minority" (that is, non-White groups may exceed 50% of the population by 2050), there is growing demand for marketing professionals who understand how to create value for culturally specific groups of people through culturally relevant products, brands, and advertisements. This course will focus on understanding the historical development of diverse cultural groups in the U.S. (e.g., Hispanic/Latino and African Americans) and employing this understanding to execute effective marketing efforts to not only those groups, but any group. Specifically, the course will cover the impact of culture, socio-economic differences, and trends within these diverse groups and their implications for how profit and non-profit organizations market products to customers. Course content will consist of lectures, guest speakers, discussions, exercises, and cultural immersion experiences aimed at increasing students' cultural competence in marketing.

**Note:** Open to all University of Louisville students.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### MKT 202. Design Thinking for Creative Problem Solving - SB 3 Units

**Term Typically Offered:** Fall, Spring

**Fee:** An additional \$30.00 is charged for this course.

**Description:** This course teaches students how to use a rapid, iterative & user-centered approach to develop solutions to "wicked" social, public policy and/or business problems. Through active class exercises, reflection journals and a collaborative semester long project, students will develop agile, critical thinking and empathy skills useful in understanding and developing creative solutions to such problems.

**Note:** Students may not earn credit for both MKT 202 and MKT 410.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### MKT 203. Artificial Intelligence (AI) in the Marketplace 3 Units

**Term Typically Offered:** Occasionally Offered

**Fee:** An additional \$30.00 is charged for this course.

**Description:** Artificial Intelligence (AI) has transformed the business landscape, revolutionizing how organizations operate and interact with customers. This course offers a comprehensive exploration of the impact AI has had in the marketplace. Through active class exercises, reflection journals, and individual and group projects, students will learn to understand and use AI technologies in various marketing contexts. Societal and ethical issues associated with AI in the marketplace will also be discussed. No prior experience in AI is required.

**Note:** Open to all University of Louisville students.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### MKT 290. Emerging Topics in Marketing 1 Unit

**Term Typically Offered:** Occasionally Offered

**Fee:** An additional \$10.00 is charged for this course.

**Description:** Open to all University of Louisville students. A variety of emerging topics relevant to the contemporary marketplace will be studied. Course content may vary each semester but will not duplicate other course offerings.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### MKT 291. Emerging Topics in Marketing II 3 Units

**Term Typically Offered:** Fall, Spring

**Fee:** An additional \$30.00 is charged for this course.

**Description:** Open to all University of Louisville students. A variety of emerging topics relevant to the contemporary marketplace will be studied over the course of an entire semester, in greater depth than in MKT 290. Course content may vary each semester but will not duplicate other course offerings.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

<p><b>MKT 301. Principles of Marketing</b> 3 Units</p> <p><b>Term Typically Offered:</b> Fall, Spring</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> A study of the behavioral, functional, societal, international, and institutional foundations of marketing, as well as the following marketing mix variables: product, price, promotion, and channels of distribution.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 342. Social Media I</b> 3 Units</p> <p><b>Term Typically Offered:</b> Occasionally Offered</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> This course focuses on the use of social media in marketing management and will emphasize the strategic applications of these new technologies rather than the individual social media tools. The course adopts a non-traditional format and, as such, incorporates a variety of pedagogical resources. Class lectures will be supplemented by presentations from social media field experts; online conversations with authors; and six in-class real-time case analyses of prominent local organizations. The highly interactive student centric learning approach will incorporate module presentations given by students. The course will be fast-paced, and students will work individually to complete course assignments.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 310. Interactive Retailing</b> 3 Units</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Description:</b> An introduction to managerial aspects of storefront and electronic retailing with an emphasis on decision-making processes by both retail managers and consumers.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 345. Direct Marketing</b> 3 Units</p> <p><b>Term Typically Offered:</b> Occasionally Offered</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> This course will examine the concepts, strategies, and applications involved in Direct Marketing. Topics include the scope of direct marketing, strategic planning, offer planning and positioning, direct mail, telemarketing, catalogs, and direct response advertising. Marketing applications of concepts will be illustrated through examples and case studies. Social, ethical, and international aspects of direct marketing will be discussed under various topics when relevant.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 311. Supply Chain Management</b> 3 Units</p> <p><b>Term Typically Offered:</b> Occasionally Offered</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> To provide an introduction to supply chain management and to develop an understanding about how firms integrate activities through improved processes and relationships to achieve and maintain a competitive edge.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 349. Business to Business Marketing</b> 3 Units</p> <p><b>Term Typically Offered:</b> Occasionally Offered</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> A study of the marketing of goods and services to other organizations. Special attention is devoted to the discovery of industrial market needs and their translation into products and services, and development of the industrial marketing mix and its appropriate management.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 320. Retail Management</b> 3 Units</p> <p><b>Term Typically Offered:</b> Occasionally Offered</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> This course will cover the fundamentals of retail strategy and management. Topics such as the retail environment, retail market strategy, financial strategy, merchandise management, and store management will be covered. Use of technology in retailing, social responsibility issues, and globalization in the retail industry will be discussed where appropriate. This course will be a useful elective for anyone planning to work in the retail industry.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 350. Consumer Behavior</b> 3 Units</p> <p><b>Term Typically Offered:</b> Fall, Spring</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> A study of the factors and principles that govern the behavior and decision-making patterns of consumers in the marketplace. Theories from economics, psychology, social psychology, and cultural anthropology are used to enhance our understanding of the consumer. Includes cross-cultural aspects of behavior relevant to international settings.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 341. Promotion and Brand Management</b> 3 Units</p> <p><b>Term Typically Offered:</b> Occasionally Offered</p> <p><b>Prerequisite(s):</b> MKT 301.</p> <p><b>Fee:</b> An additional \$30.00 is charged for this course.</p> <p><b>Description:</b> This course examines the creation and promotion of a brand. Topics include brand identity and brand management strategy, and in particular how brand identity must be managed to positively affect a company's performance.</p> <p>For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	

<b>MKT 352. Social Media II</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> This course addresses the role of social media in the marketing mix. Students will gain a working knowledge of various social media venues by working with real world organizations, and an understanding of how these venues can be used to achieve marketing and promotional objectives in a for-profit and/or nonprofit organizational environment. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>MKT 375. Graphic Design for Business</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> This course provides an understanding of major graphic design software applications while imparting general principles of design and its relationship to marketing. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>
<b>MKT 360. Professional Relationship Selling</b> <b>Term Typically Offered:</b> Fall, Spring <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> This course focuses on the knowledge, skills, and processes required for effective professional relationship selling. Topics covered include understanding organizational purchasing, building trust, communicating effectively, and self leadership. Processes for initiating, developing, and expanding customer relationships are also examined. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>MKT 380. Services Marketing</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> The course focuses on service organizations where the product is not tangible. Topics include understanding and managing the service encounter, service quality, demand balancing, complaint handling, and service recovery. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>
<b>MKT 365. Introduction to Pricing Strategy and Tactics</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301, MKT 350 Often considered an after-thought, nearly all organizational revenue is generated through Pricing. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> An effective pricing strategy has the potential to drive meaningful bottom-line growth. This undergraduate course offers an introduction into the components of an effective pricing strategy, providing real-world scenarios where pricing strategy has had a profound impact on bottom-line performance. This course will equip students with the tools and knowledge required to develop effective pricing strategies in a real-world business environment. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>MKT 385. New Product Development Strategy</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> This course offers a comprehensive understanding of the new product development process, focusing on consumer needs and their role in creating successful products. Students will gain practical product development experience through the use of the NABC model, implementing AI marketing tools, researching social media consumer groups, and developing crowd-funding campaign strategies. Using real-world examples, students will be able to identify key elements of successful and unsuccessful product launches culminating in a group-based product pitch. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>
<b>MKT 370. Global Marketing</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> Emphasizes the formulation of marketing strategies in light of global threats and opportunities. Examines the importance of economic, cultural, political, and technical factors in the international marketing management process. For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>	<b>MKT 390. Franchise Marketing</b> <b>Term Typically Offered:</b> Occasionally Offered <b>Prerequisite(s):</b> MKT 301. <b>Fee:</b> An additional \$30.00 is charged for this course. <b>Description:</b> This course provides a comprehensive foundation in marketing within a franchise system. Students will learn about the marketing activities for franchisors and franchisees, the funding mechanisms for these activities, and the key media tools used by franchise brands (e.g., digital and traditional media, customer loyalty programs, cause marketing). <b>Note:</b> The instructor has completed the online instruction attestation and will maintain this in the future.  For class offerings for a specific term, refer to the Schedule of Classes ( <a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a> )	<b>3 Units</b>

**MKT 395. Digital Marketing Strategy**
**3 Units**
**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301.

**Fee:** An additional \$30.00 is charged for this course.

**Description:** This course provides an overview of the digital platforms, principles and best practices currently used in the practice of marketing within our online world. Specifically, this class will focus on teaching students: 1. How websites, search engines, online advertisements, email/ SMS, social media and other online platforms work for the purpose of marketing. 2. How to utilize digital marketing analytics. 3. How to make objective & strategic decisions regarding the use of each platform. 4. How to use some currently popular digital marketing software. The course will utilize readings, discussion, guest speakers, in and out-of-class analysis of real-world businesses, simulation software and hands on experimentation with currently popular digital marketing tools to equip students with a practical understanding of digital marketing techniques. As part of the course students will earn a certification in Google Analytics 4 from the Google Skillshop.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 396. Zero-Credit Internship-Marketing**
**0 Units**
**Grading Basis:** Pass/Fail

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** Co-Requisite MKT 301, good academic standing, approval through the Ulmer Career Center; BSBA Marketing majors only.

**Fee:** An additional \$10.00 is charged for this course.

**Description:** Application to the zero-credit internship program and completion of orientation processes should be accomplished prior to employment. Students must be Marketing majors. A new workplace experience in an approved Marketing position which offers progression of learning in a level appropriate opportunity for practical application of classroom theory and tools. This program is available to students who have received the maximum number of co-op credit hours for their major.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 397. Co-op in Marketing I**
**1-3 Units**
**Grading Basis:** Pass/Fail

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301; good academic standing; approval through the Ulmer Career Center; BSBA Marketing majors only.

**Description:** A new workplace experience in an approved Marketing position which offers a progression of learning in a level appropriate opportunity for practical application of classroom theory and tools.

**Note:** Application to the co-op program and completion of orientation processes should be accomplished prior to employment.

**Course Attribute(s):** CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 398. Co-op in Marketing II**
**1-3 Units**
**Grading Basis:** Pass/Fail

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301; good academic standing; approval through the Ulmer Career Center; BSBA Marketing majors only.

**Description:** A new or continued workplace experience in an approved Marketing position which offers new learning and/or additional responsibilities that continue the student's progression of learning and opportunity for practical application of classroom theory and tools.

**Course Attribute(s):** CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 399. Co-op in Marketing III**
**3 Units**
**Grading Basis:** Pass/Fail

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301; good academic standing; approval through the Ulmer Career Center; BSBA Marketing majors only.

**Description:** A new or continued workplace experience in an approved Marketing position which offers new learning and/or additional responsibilities that continue the student's progression of learning and opportunity for practical application of classroom theory and tools.

**Course Attribute(s):** CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 400. Advanced Marketing Topics**
**1 Unit**
**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301 The marketing world has shifted in recent years to an increased emphasis on specializations and focused skill sets.

**Fee:** An additional \$10.00 is charged for this course.

**Description:** This one credit-hour course is designed to provide an in-depth look into specific topics of importance to firms in the contemporary marketplace. Students will gain this understanding through a combination of case studies, guest speakers, discussions, projects, and exercises as part of an immersive, real-world approach to understanding the marketplace. Each section of this course will involve a specific advanced marketing topic. Students may complete MKT 400 more than once but can only complete a given section/topic in this course a single time.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)



<p><b>MKT 401. Strategic Sales Leadership</b> 3 Units  <b>Term Typically Offered:</b> Occasionally Offered  <b>Prerequisite(s):</b> MKT 301.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> This course focuses on the development and execution of a strategic sales program. Topics covered include sales strategy development, sales organization design, and sales force deployment. Sales leadership activities for developing, directing, and determining sales force effectiveness and performance are also examined.  For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 410. Design Thinking in Marketing</b> 3 Units  <b>Term Typically Offered:</b> Occasionally Offered  <b>Prerequisite(s):</b> MKT 301; Students who have completed or are enrolled in MKT 202 may not enroll in this course.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> This course gives students an in-depth understanding of design thinking as an approach to gain unique customer insights and develop substantially innovative products and services. Students will learn &amp; apply the process of design thinking to a real-life business or community problem over the course of a collaborative team project.  <b>Note:</b> An additional \$45 is charged for this course.    For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 402. Business of Advertising</b> 3 Units  <b>Term Typically Offered:</b> Occasionally Offered  <b>Prerequisite(s):</b> MKT 301 Students will learn about the infrastructure, disciplines, and operational facets of driving a successful advertising business.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> Curriculum will include experiential learning through advertising thought-leaders; which is relevant for both creative thinkers and business skills-focused students who want to gain a deeper knowledge of the fast changing business of advertising.  For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 412. Logistics and Physical Distribution</b> 3 Units  <b>Term Typically Offered:</b> Occasionally Offered  <b>Prerequisite(s):</b> MKT 301.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> An integrated study of all functional areas of logistics and physical distribution including supply chain management.  For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 406. Purchasing and Supply Mgmt</b> 3 Units  <b>Prerequisite(s):</b> MKT 301.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> The course focuses on identifying, selecting, and evaluating suppliers to enhance the quality and timely delivery of supplies needed within an organization. Other topics include understanding the nature of demand for goods and services within business markets and the process of building relationships with suppliers.  For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 441. Market Intelligence and Customer Insights</b> 3 Units  <b>Term Typically Offered:</b> Fall, Spring, Summer  <b>Prerequisite(s):</b> MKT 301, CIS 305; Completion of at least 75 credit hours prior to enrollment; BSBA Marketing majors only.  <b>Corequisite(s):</b> FIN 301.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> Scope of marketing research, experimentation, research design, questionnaire construction and scaling problems, sampling methods, data collection and analysis, functional research needs and applications.  For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>MKT 408. Brand Building Principles: People, Places, and Products</b> 3 Units  <b>Term Typically Offered:</b> Occasionally Offered  <b>Prerequisite(s):</b> MKT 301.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> Students will learn strategic brand building methodologies and processes through interaction with brand strategists in the field, experiential learning opportunities and case studies exploration.  For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>MKT 451. Multicultural Marketing Strategy</b> 3 Units  <b>Term Typically Offered:</b> Occasionally Offered  <b>Prerequisite(s):</b> MKT 201, 301, 350.  <b>Fee:</b> An additional \$30.00 is charged for this course.  <b>Description:</b> Restricted to Marketing majors and Marketing minors. This course will focus on strategically analyzing and solving multicultural marketing problems from a managerial perspective. Specifically, the course will supply an overview of marketing strategy, introduce core principles of marketing strategy, and outline the basic research methods and analyses needed in developing effective multicultural marketing strategies. Course content will consist of lectures, guest speakers, case discussions, brand audits, strategy simulations, and experience with a real-world multicultural marketing problem.00 is charged for this course.  <b>Note:</b> An additional \$45.    For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>

**MKT 460. Integrative Marketing Strategy - CUE**

**3 Units**

**Term Typically Offered:** Fall, Spring

**Prerequisite(s):** MKT 350; MKT 441; FIN 301; MGMT 301; CLAW 301 (CLAW 301 may be taken as prerequisite or concurrently); completion of at least 80 credit hours prior to enrollment; BSBA Marketing majors only.

**Fee:** An additional \$30.00 is charged for this course.

**Description:** An integrative capstone course with focus on the use of critical and analytical thinking to develop and apply effective marketing strategies. Course will require knowledge of Management and Financial concepts to be able to discuss and evaluate comprehensive marketing strategies.

**Course Attribute(s):** CUE - This course fulfills the Culminating Undergraduate Experience (CUE) requirement for certain degree programs. CUE courses are advanced-level courses intended for majors with at least 90 earned credits/senior-level status., CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 465. Consultative Sales**

**3 Units**

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301 and MKT 360.

**Fee:** An additional \$30.00 is charged for this course.

**Description:** Students will learn how to successfully match the selling process to the decision maker's buying process in a complex sales environment. For college juniors and seniors focused on selling as a career/career starter or buying as a career/career starter.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 490. Special Topics in Marketing**

**3 Units**

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301.

**Fee:** An additional \$30.00 is charged for this course.

**Description:** A variety of contemporary topics in marketing will be studied. Course content may vary each semester but will not duplicate other course offerings.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 499. Independent Study in Marketing**

**1-3 Units**

**Term Typically Offered:** Occasionally Offered

**Prerequisite(s):** MKT 301; BSBA Marketing majors only.

**Fee:** An additional \$30.00 is charged for this course.

**Description:** Written proposal must be sponsored by at least one faculty member and approved by the Department Chair. Course details must be worked out between the student and the sponsoring faculty member.

**Note:** Faculty members and/or Departmental Chair may require additional prerequisites to be satisfied prior to approval of the independent study.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 525. Distribution Management**

**3 Units**

**Description:** Examines the flow of goods and related information from sources of supply to sources of demand with primary emphasis on inventory management, warehousing, transportation, customer service, and network configuration.

**Note:** This course does not fulfill credit for MBA.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

**MKT 527. Logistics Management**

**3 Units**

**Prerequisite(s):** MKT 525 and ACCT 526.

**Description:** Examines skills required for effective logistics management including leadership, contracts, and decision-making.

**Note:** This course does not fulfill credit for MBA.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)