

Business: Marketing (BMKT)

BMKT 112. Applied Sales. 3 Credits.

The purpose of this course is to acquaint the student with the sales methods available for the professional sales arena and to develop the framework for preparing professional sales plans. The students will work their way through basic one-on-one small item sales to counter sales, to retail floor sales, to single item industrial sales, to multi-item sales. An emphasis will be put on fast moving technology that requires detailed specifications in sales activities. Formerly TSS 246.

BMKT 244. Retail/Distributorship. 3 Credits.

This course addresses issues that would be of concern to a person interested in a retail career as an owner, a manager of an enterprise, or an employee looking to the future. Such topics as organizing and financing, location decisions, merchandise and expense planning, inventory management, pricing, materials handling, design and layout, and promotions will be discussed. Part of the course will focus on the distributorship as a special form of retail franchising. Formerly TSS 248.

BMKT 325. Principles of Marketing. 3 Credits.

Study and analysis of the elements of marketing and marketing strategy, stressing product-development, policies, pricing strategies, promotion, distribution strategies, and market and institution structures and middlemen according to the functions they perform and other marketing information systems.

BMKT 337. Consumer Behavior. 3 Credits.

Basic perspectives of consumer behavior; interdisciplinary approach using the fields of economics, psychology, sociology, and anthropology as they relate to marketing; emphasizes the fundamental process of motivation, perception and learning, as well as analysis of individual and group behaviors and influences in marketing. Prerequisite: BMKT 325.

BMKT 338. Advertising and Promotion. 3 Credits.

Advertising and promotion form the means by which organizations communicate the distinctive characteristics of their offerings to potential buyers. This course examines the theory and practice of promotions and advertising. The primary focus is on how advertising and promotions contribute to the overall marketing plan. While this course is not intended to train students to be proficient at the skills of creating effective advertising, they will gain a working knowledge of those skills by designing and implementing a full range of ads using various media as part of an overall advertising campaign.

BMKT 341. Advanced Marketing Application. 3 Credits.

This course is a marketing applications course that adds depth to student understanding of marketing concepts. The course uses the case study approach, a comprehensive marketing project, and a marketing simulation that requires the application of concepts learned in the Principles of Marketing class. Case studies that apply directly to the four P's of Marketing (Product, Price, Place, Promotion) will be used to emphasize pertinent concepts and procedures used in the marketing of products and services. The project and the simulation require the synthesis of all marketing knowledge to application situations. Prerequisite: BMKT 325. Formerly BUS 341.

BMKT 345. Marketing Trends. 3 Credits.

This advanced marketing course builds on the basic marketing course (BMKT 325) in that it will teach students to understand how the field of Marketing is changing, and how the impact of this evolutionary process will change the practice of marketing on a daily basis. The focus of the class will be to understand and apply the new concepts, ideas and technologies to the world of business in the 21st century.

BMKT 392. Independent Study. 3 Credits.

Provides an opportunity for students to engage in directed research and study on an individual basis rather than in a formal class environment.

BMKT 436. Sales and Sales Management. 3 Credits.

The course will provide a strong foundation in professional selling and sales management. The course will introduce such topics as: Developing a Personal Sales Philosophy, Developing a Product Strategy, Developing a Customer Strategy, and Developing a Professional Presentation. The course will also introduce the concepts of sales management and address such topics as management of the sales force, personal productivity, and the ethical aspects of personal selling.

BMKT 441. Advanced Marketing Application. 3 Credits.

This course is a marketing applications course that adds depth to student understanding of marketing concepts. The course uses the case study approach, a comprehensive marketing project, and a marketing simulation that requires the application of concepts learned in the Principles of Marketing class. Case studies that apply directly to the four P's of Marketing (Product, Price, Place, Promotion) will be used to emphasize pertinent concepts and procedures used in the marketing of products and services. The project and the simulation require the synthesis of all marketing knowledge to application situations. Prerequisite: BMKT 325.

BMKT 492. Independent Study. 3 Credits.

Provides an opportunity for students to engage in directed research and study on an individual basis rather than in a formal class environment.

BMKT 498. Cooperative Education. 1-12 Credits.

A planned and supervised work-learning experience in industry, business, government, or community service agencies related to the University program of study. Prerequisites: two semesters of attendance at Montana State University-Northern, approval of advisor, Dean of the College of Technical Sciences, and cooperative education coordinator. Pass/Fail Only.