Area of Marketing

Dennis B. Arnett, Ph.D., Area Coordinator

Horn Professor: Hunt

Professors: Arnett, Duhan, Howell, Laverie, McDonald

Associate Professors: Dass, Rinaldo, R. Thomas

Assistant Professors: Chaudhry, Frias, Popovich

Assistant Professor of Practice: S. Thomas

Instructors: Harper, Whitebread

CONTACT INFORMATION: 241 Business Administration
Box 42101 | Lubbock, TX 79409-2101
T 806.742.3162 | F 806.742.1572

About the Program

The Area of Marketing supervises the following degree program:

- Bachelor of Business Administration in Marketing

Undergraduate Program

The undergraduate program in marketing offers a solid curriculum and learning experiences that prepare students for success. The marketing major is designed to offer an understanding of marketing and sales departments, sales operations, sales control, sales promotion, and other components of the firm’s marketing strategy.

A grade of B or better in MKT 3350 is required to progress as a marketing major.

Marketing (MKT)

Undergraduate Courses

3350. Introduction to Marketing (3). Prerequisites: C or better in ECO 2302 or ECO 2305 or AAEC 2305; minimum cumulative 2.75 Texas Tech GPA. Marketing structures and agencies; motives and buying habits; types of middlemen, marketing institutions, and channels; current marketing practices; marketing of industrial and consumer goods.

3351. Services Marketing (3). Prerequisite: B or better in MKT 3350. Services are more difficult to market than products. This course explores the dynamic nature of services marketing based on value and relationships.

3352. Consumer Behavior (3). Prerequisite: B or better in MKT 3350. The buyer as a problem solver; buying decision processes; factors influencing behavior; principles, theories, and models; behavioral research techniques.

3353. Supply Chain Management (3). Prerequisites: B or better in MKT 3350; 3.2 TTU GPA; completion of all undergraduate course work. An introduction to principles and practices used today in managing relationships among manufacturers, distributors, retailers, and consumers.

3356. Marketing Research and Analysis (3). Prerequisites: B or better in MKT 3350 and C or better in MATH 2345 or 2300. Scientific marketing research methods; emphasis on collection, analysis, and interpretation of data as applied to the solution of marketing problems.

4350. Personal Selling (3). Prerequisite: B or better in MKT 3350. Customer-focused selling, including socialization to a career in sales.

4354. Market Promotion (3). Prerequisite: B or better in MKT 3350. Management of the promotional mix of advertising, personal selling, and sales promotion. Emphasizes the interaction and coordination of these three elements and relates them to the other components of the firm’s marketing strategy.

4356. Brand Management/New Product Development (3). Prerequisite: B or better in MKT 3350. Overview of product/brand management and new product development. A mix of theory and actual business application of the theory.

4358. International Marketing (3). Prerequisite: B or better in MKT 3350. A survey of international marketing principles, cultural differences, world markets, and political constraints.

4359. Sales Management (3). Prerequisite: C or better in MKT 3350. Problems and methods of organization and administration of sales departments, sales operations, sales control, sales promotion, and sales policies.

4370. Forecasting and Inventory Management (3). Prerequisites: B or better in MKT 3350 and 3353, ISQS 3344, and admission to the supply chain management concentration. Covers demand management, customer service, forecasting, and inventory management aspects of business logistics. Introduces select analytical techniques, strategies, and applied problem-solving approaches.

4371. Transportation and Distribution Management (3). Prerequisites: B or better in MKT 4370 and admission to the supply chain management concentration. Covers transportation and distribution aspects of business logistics. Introduces select analytical techniques, strategies, and applied problem-solving approaches.

4381. Individual Problems in Marketing (3). Prerequisite: Consent of instructor. For students with high academic achievement who are interested in enhancing their degree program by pursuing individual research or study under the guidance of a marketing faculty member.

4382. Internship in Marketing (3). Prerequisites: At least 6 hours of approved marketing courses and approval prior to employment. Internship must include at least 10 consecutive calendar weeks of full-time employment; compensation must be commensurate with the work assignment for the entire internship.

4383. Special Topics in Marketing (3). Prerequisite: B or better in MKT 3350 and consent of instructor. Examination of specialized problems in such topics as working capital management, capital budgeting, cost of capital, commodity and financial