

BUSINESS: MARKETING (BMKT)

BMKT 109 - Visual Merchandising & Display. 3 Credits.

Offered spring. Offered at Missoula College. Introduction to various techniques used by retailers in the merchandising and displaying of goods. Analysis of different approaches and methods for effectiveness in actual retail settings. Includes display principles of balance, color, and focal point statements.

BMKT 112 - Applied Sales. 2 Credits.

Offered autumn. Offered at Missoula College. Course provides students with basic sales skills through the use of experiential training, role-playing and evaluating presentations. Includes the steps in prospecting, opening, presenting, demonstrating, handling objections, and closing the sale. Students will gain experience through role-playing activities, observations, and written presentations.

BMKT 114 - Psychology of Selling. 3 Credits.

Offered autumn and spring. Offered at Missoula College. Development of selling techniques which are used by many of the world's best companies and explanation of why they work. Includes the psychological reasons that prevent a prospect from purchasing a product or service and the techniques to motivate a prospect to buy.

BMKT 191 - Special Topics. 1-6 Credits.

(R-6) Offered intermittently. Experimental offerings of visiting professors, experimental offerings of new courses, or one-time offerings of current topics.

BMKT 192 - Independent Study. 1-3 Credits.

(R-3) Offered every term. Prereq., consent of instr. Course material appropriate to the needs and objectives of the individual student.

BMKT 225 - Marketing. 3 Credits.

Offered autumn. Offered at Missoula College. An overview of marketing activities including the consumer buying decision process, distribution channels, the planning process, and new marketing trends. Students learn how to introduce a new product into the market place, target markets, and promote products through advertising and package design.

BMKT 240 - Advertising. 3 Credits.

Offered spring. Offered at Missoula College. Exposure to the history and fundamentals of advertising; in-depth exploration of advertising media, budget plans, ad campaign designs, and in-house promotion designs; and the production of actual radio, television, and print advertising.

BMKT 265 - Social Media Strat & Mgmt. 3 Credits.

Offered spring. Offered at Missoula College. Prereq., CAPP 120 or CSCI 105. Students will analyze and select appropriate communication channels and technologies according to relevant publics, evaluate suitability of media content and use best communication practices to promote a positive organizational image, and apply business relationship marketing techniques to enhance social communities. Students will monitor issues and analyze trends across various social media platforms and manage media through professional, accessible, and ethical practices expected in our global society.

BMKT 291 - Special Topics. 1-9 Credits.

(R-9) Offered intermittently. Experimental offerings of visiting professors, experimental offerings of new courses, or one-time offerings of current topics.

BMKT 292 - Independent Study. 1-3 Credits.

(R-3) Offered every term. Prereq., consent of instr. Course material appropriate to the needs and objectives of the individual student.

BMKT 298 - Internship. 1-3 Credits.

(R-3) Offered every term. Extended classroom experience which provides practical application of classroom learning during placements within the business community. The student must complete a learning agreement with a faculty member, relating the placement opportunity to his or her field of study. A maximum of 6 credits of Internship (198, 298, 398, 498) may count toward graduation.

BMKT 325 - Principles of Marketing. 3 Credits.

Offered autumn and spring. Prereq., junior standing in Business. The marketing environment, product, price, distribution, and promotion strategies including government regulation and marketing ethics.

BMKT 337 - Consumer Behavior. 3 Credits.

Offered autumn and spring. Prereq., junior standing in Business and BMKT 325; PSYX 100S and 230S recommended. A behavioral analysis of consumer decision making and of the factors influencing consumer decisions, i.e., those decisions directly involved with the obtaining of economic goods and services.

BMKT 342 - Marketing Research. 3 Credits.

Offered autumn or spring. Prereq., junior standing in Business, BMKT 325. Emphasis on data acquisition and analysis for improved decision making in marketing. Topics include problem definition; secondary data; primary data via observation, interrogation and experimentation; data analysis; written and oral reports. May include field project.

BMKT 343 - Integrated Marketing Comm. 3 Credits.

Offered autumn or spring. Prereq., junior standing in Business, BMKT 325. An integrated course in promotion strategy. Topics include advertising message design, media selection, promotions, public relations, personal selling, and other selected topics.

BMKT 391 - Special Topics. 1-9 Credits.

(R-9) Offered intermittently. Prereq., junior standing in Business or consent of instr. Experimental offerings of visiting professors, experimental offerings of new courses, or one-time offerings of current topics.

BMKT 392 - Independent Study. 1-6 Credits.

(R-6) Offered every term. Prereq., junior standing in Business and consent of instr.

BMKT 412 - Non Profit Marketing. 3 Credits.

Offered intermittently. Prereq., junior standing in Business and BMKT 325. Integration of core concepts of marketing into philanthropic and other nonprofit organizations. Includes strategies for large-scale enterprises such as unions, educational and religious institutions to small organizations that provide local support such as cultural services, human and environmental services. Student work with nonprofit organizations creating marketing communications plans in an experiential learning environment.

BMKT 413 - Sports Marketing. 3 Credits.

Offered intermittently. Prereq., junior standing. Examines the marketing of sports products and non-sports products using sports as a platform. Topics include the use of traditional marketing strategies as well as the use of sponsorship strategies including endorsements, venue naming rights, and licensing.

BMKT 420 - Integrated Online Marketing. 3 Credits.

Offered autumn or spring. Prereq., junior standing in business, BMKT 325. Exploration and application of marketing communications principles to the internet environment. Students develop individual WordPress websites/blogs, learn about online marketing techniques, and complete online marketing and social media projects.

BMKT 440 - Marketing Analytics. 3 Credits.

Offered autumn or spring. Prereq., BMKT 325; junior standing in Business or consent of instr. The purpose of this course is to learn about the importance and value of using new measurement tools in marketing and using related research and data to create compelling content. Students in this course are also challenged to bring actual ideas to life.

BMKT 460 - Mktg Hi-Tech Prod & Innov. 3 Credits.

Offered autumn or spring. Prereq., BMKT 325; junior standing in Business or consent of instr. Exploration of concepts and practices related to marketing in fast-paced environment; draws from a range and diversity of industries and contexts including the Internet.

BMKT 480 - Marketing Management. 3 Credits.

Offered intermittently. Prereq., senior standing in Business; BMKT 325, 337, 342, 343. Case analysis in marketing management.

BMKT 490 - Undergraduate Research. 3 Credits.

(R-6) Offered intermittently. Prereq., junior standing in Business, BMKT 325. An experiential course in the strategy, research, and execution of an integrated marketing communications plan. Students' work culminates in the American Association of Advertising's National Student Advertising Competition.

BMKT 491 - Special Topics. 1-6 Credits.

(R-9) Offered intermittently. Prereq., junior standing in Business or consent of instr. Experimental offerings of visiting professors, experimental offerings of new courses, or one-time offerings of current topics.

BMKT 492 - Independent Study. 1-6 Credits.

(R-6) Offered every term. Prereq., junior standing in Business and consent of instr.

BMKT 493 - International Experience. 1-6 Credits.

(R-6) offered intermittently. Prereq., junior standing in business. Field-based, experiential courses that focus on international business topics, incl. the culture and business environment of important U.S. trading partners, such as China, Germany, or Italy.

BMKT 494 - Seminar. 1-6 Credits.

(R-6) Offered intermittently. Prereq., junior standing in Business and consent of instr.

BMKT 498 - Internship. 1-6 Credits.

Offered every term. Prereq., junior standing and consent of instr. Extended classroom experience which provides practical application of classroom learning during placements off campus. Prior approval must be obtained from the faculty supervisor and the Internship Services office. A maximum of 6 credits of Internship (198, 298, 398, 498) may count toward graduation.

BMKT 560 - Marketing & Stats. 3 Credits.

Online course. Offered autumn. Prereq., admission to the M.B.A. or M-Acct. programs or graduate standing with consent of graduate business program director. Introduction to marketing principles to create long-term competitive advantage for an organization. Topics include environmental analysis, marketing planning, segmentation analysis, target marketing, and planning for product, price, promotion and distribution. Business statistics covered including t-tests, analysis of variance, regression and correlation analysis; statistics applications in context of marketing research and marketing problems. Level: Graduate

BMKT 591 - Special Topics. 1-6 Credits.

(R-6) Offered intermittently. Prereq., junior standing in Business or consent of instr. Experimental offerings of visiting professors, experimental offerings of new courses, or one-time offerings of current topics.

BMKT 642 - Advanced Marketing Research. 3 Credits.

Prereq., admission to the MS BA program or instructor consent. The purpose of the course is to learn how to provide information for better business decision making. Students study the different aspects of marketing research as it relates to business problems and develop a mindset that continually relies on information-based decisions. Level: Graduate

BMKT 660 - Marketing Management. 2 Credits.

Offered spring. Prereq., admission to the M.B.A. or M-Acct. programs. Marketing decisions faced by managers in a variety of business settings including large corporations, small businesses and not-for-profit organizations. Level: Graduate

BMKT 670 - Applied Data Analytics. 3 Credits.

Prereq., admission to the MS BA program or instructor consent. This course applies statistical skills and technical expertise to real-world big-data business applications. Students will work with the tools of data science and hone their ability to answer business questions through the analysis of data. Level: Graduate

BMKT 680 - Big Data and Innovation. 3 Credits.

Prereq., admission to the MS BA program or instructor consent. The course provides an integrative, capstone experience for students to reflect on and apply the data science tools they have learned in the program. In addition, this course will focus on the innovation and creativity aspects of big data, or how big data can unleash new insights and innovations that solve customer and societal problems. The course will train future managers to think strategically and innovatively about data, about opportunity, about value. It will ensure that students are proficient in strategy, customer value and insights. Level: Graduate

BMKT 694 - Seminar. 1-6 Credits.

(R-12) Offered intermittently. Prereq., consent of instr. Level: Graduate