

# MARKETING (MKT)

## **MKT 2013. Introduction to Marketing. 3 Credit Hours.**

Prerequisites: sophomore standing. This course for non-Business majors explores real-world business marketing trends principles, terminologies and issues. Not open to Business majors and may not count toward degree requirements for the BBA degree.

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 2970. Special Topics/Seminar. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3013. Principles Of Marketing. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3023. Marketing Analysis. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3043. Prin of Marketing. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3053. Marketing Research. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3113. Marketing Management. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3213. Marketing Channels. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3223. Logistics Management. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3313. Electronic Marketing. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3323. Purchasing And Buyer Behavior. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3333. Special Topics In Consumer And Industrial Buyer Behavior. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3343. Retailing Management. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3413. New Product Development. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3513. Social Media Marketing. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3613. Healthcare MKT and ADM. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3623. Comp & Econ Envn of Healthcare. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3713. Fundamentals of Franchising. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3723. Integrated Fran Communications. 3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3960. Honors Reading. 1-3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

## **MKT 3980. Honors Research. 1-3 Credit Hours.**

### **Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 3990. Independent Study. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4123. Negotiation And Selling. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4133. Special Topics In Selling And Sales Management. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4143. Digital Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4153. Integrated Marketing Communications. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4173. Marketing Analytics. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4223. Logistics Management. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4303. International Advertising. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4333. Marketing Strategy And Policy. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4343. Special Topics In Marketig Strategy And Policy. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4353. Entrepreneurship. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4523. International Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4613. Ethical & Reg Iss-Healthcare. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4623. Comp & Econ Envn of Healthcare. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4800. Current Issues In Marketing. 1-3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4900. Marketing Reading. 1-3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 4970. Special Topics/Seminar. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5013. Norman Course. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5063. Managerial Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5083. Human Research Management & Organizational Behavior. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5103. Advanced Marketing Channels. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5113. Business To Business Marketing. 3 Credit Hours.****Course Type:** Lecture

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**MKT 5123. Business Logistics. 3 Credit Hours.**

Prerequisite: 5063 or B AD 5273 or permission. Overview of current logistics and distribution practices to create an understanding of the basic components of logistics management and what is considered best practice today. Content covers the complexities associated with the integrated flow of raw materials, in-process goods, finished goods, and information from point-of-origin through the production process to the end consumer. The course provides an understanding of how these activities work together to provide required levels of customer services within the supply chain setting.

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5133. International Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5143. Services Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5153. Electronic Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5233. Seminar In Consumer Behavior. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5273. Public Sector Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5402. Market Management. 2 Credit Hours.**

Prerequisites: graduate standing. Covers marketing concepts of use to MBA's. Topics include the use of management information systems, pricing, product offerings, promotion, distribution and consumer behavior, as well as marketing segmentation and strategic marketing.

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5412. Marketing Research. 2 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5422. Brand/Product Management. 2 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5960. Readings In Selected Fields Of Marketing. 1-4 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5970. Special Topics/Seminar. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5973. Seminar. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 5990. Independent Study. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6101. Seminar On The Academic Profession. 1 Credit Hour.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6243. Applied Univariate Statistics. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6253. Applied Multivariate Statistics. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6273. Behavioral Analysis In Management And Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6283. Marketing Theory And Thought. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6293. Strategic Marketing And Management. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6393. Current Issues In Marketing. 3 Credit Hours.****Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus. For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6513. Global Business And The Environment. 3 Credit Hours.**

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus.  
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**MKT 6773. Marketing Models. 3 Credit Hours.**

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus.  
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**MKT 6960. Directed Readings In Marketing. 1-4 Credit Hours.**

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus.  
For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6970. Special Topics/Seminar. 3 Credit Hours.**

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus.  
For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6980. Research For Doctor's Dissertation. 2-16 Credit Hours.**

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus.  
For more information, please visit the OU Course Catalog (<https://ou-public.courseleaf.com/courses/>).

**MKT 6990. Independent Study. 3 Credit Hours.**

**Course Type:** Lecture

This course is facilitated by the University of Oklahoma Norman Campus.  
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