

**226 Marine Zoology (laboratory included) (4)**

Prerequisites: biology lower core curriculum. A study of the taxonomy, ecology and behavior of marine invertebrates. Examines local fauna and habitats through field-oriented studies. Requires some Saturday field trips. (\*fall semester)

**301 Physical Oceanography (4)**

Prerequisite or concurrent: PHY 201. A study of the physical properties of seawater, global heat balance, hydrodynamics, ocean currents, waves, tides and underwater sound and optics. Lecture only. (\*spring semester)

**327 Marine Botany (laboratory included) (4)**

Prerequisites: biology lower core curriculum, and BIO 212 or MAR 222. Studies the ecology, physiology and communities of marine primary producers with emphases on Tampa Bay and the Gulf of Mexico. Topics explored are phytoplankton, benthic macroalgae, mangroves, seagrass and saltmarsh communities. (\*fall semester)

## Marketing (MKT)

**300 Principles of Marketing (3)**

Prerequisites: lower core with “C” average or better, ECO 204 and ENG 101. Studies the interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers. Incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities. (\*fall and spring semesters)

**352 Product Management and Services Marketing (3) (W)**

Prerequisite: MKT 300. Examines the major product and service development and management decisions faced by companies, along with a variety of decision-making tools and techniques. (\*spring semester)

**354 Buyer Behavior (3)**

Prerequisite: MKT 300. A study of the behavioral science concepts applicable to the consumer decision-making process such as personality, perception, and group and cultural influences. Emphasis is on how these concepts and characteristics can be used by marketers to develop more effective relationships and strategies. (\*fall semester)

**360 Marketing Research and Opportunity Analysis (3)**

Prerequisite: ITM 210 (or equivalent statistics course) and MKT 300. A methodological approach to marketing and consumer research problems and opportunities, using both primary and secondary research. Examines the information needs of marketing managers and the use of information for making effective marketing decisions. Covers the marketing research process, including research design, analysis and interpretation, and reporting of findings. (\*fall and spring semesters)

**371 Personal Selling and Sales Management (3) (W)**

Prerequisite: MKT 300. Examines the personal selling process and the use of a professional, customer-oriented, problem-solving approach in selling situations. Studies the nature of the sales job, selection of salespeople, sales training programs, and issues in the compensation, supervision, motivation, and ethical challenges of salespeople. (\*spring semester)

**372 Retail and Distribution Management (3)**

Prerequisite: MKT 300. A critical analysis of the development, trends and institutions of retailing and marketing distribution. Topics include principles and policies of retail operations, organization and management of retail establishments, current retailing and distribution practices, and managerial problems posed by social and economic trends. (\*fall semester)

**410 International Marketing (3) (W)(IG)**

Prerequisite: MKT 300. Not open to graduate students. Prepares students for the global marketing environment by examining marketing in other countries, the marketing implications of cultural and environmental differences, international marketing research, and adaptation of product, price, promotion and distribution decisions to the foreign environment. Cross-listed as IBS 406. (\*spring semester)

**411 Promotional Strategy (3) (W)**

Prerequisites: MKT 300. Focuses on the major components of the promotional mix, with a special emphasis on advertising, sales promotion, public relations and direct marketing. Studies the development of promotional plans and strategies. Also for students minoring in advertising. (\*fall and spring semesters)

**450 Marketing Strategy (3)**

Prerequisites: completion of nine hours of marketing courses. Develops students' ability to use facts in the analysis of marketing strategy. A capstone course that serves as a vehicle for the application and integration of the concepts, analytical tools and problem-solving approaches taught in lower-level marketing courses. (\*fall and spring semesters)

**490 Marketing Internship (1-6)**

Prerequisite: junior or senior standing with at least a 2.75 overall GPA, or at least a 2.5 overall GPA and a 3.0 in COB courses, and nine hours of credit in marketing courses. May not be used to satisfy major requirements. Approval of the associate dean required. (\*fall and spring semesters)

**495 Special Topics in Marketing (3)**

Prerequisites: to be specified at time of offering. A course offered at the discretion of the MKT department. Subject may focus on a topic of current interest in the field, training in a specific area of the field, or a topic that is of interest to a particular group of students. (\*as needed)

**499 Independent Study in Marketing (1-3)**

Prerequisite: Minimum 3.0 GPA, consent of the department chair and associate dean. A readings and independent studies course taken for variable credit.

**601 Foundations of Marketing (1.5)**

For graduate students only. Prerequisite or concurrent: ITM 603. This course studies the interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to current and potential customers. The course incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities. (\*fall and spring semesters)

**606 Business Research Methods (1.5)**

For graduate students only. Prerequisites: ITM 601 or ITM 602, MKT 601, and ITM 603. This course is designed to introduce students to a logical approach to marketing and business research. The course focuses on the process of research and examines information needs of marketing managers. Primary and secondary research tools, survey design and analysis techniques, and methods of interpreting and reporting results are also examined. (\*fall and spring semesters)

**607 Building Customer Value (1.5)**

For graduate students only. Prerequisites: MKT 601 and ITM 603. Introduces students to a framework of decision tools for planning, promoting, pricing, and distributing products and services to target product markets. The central theme for this course is how exceptional companies deliver high levels of customer value. The course includes in-class exercises, case studies, and marketing readings. (\*fall and spring semesters)

**613 International Marketing (3)**

For graduate students only. Prerequisite: MKT 607. Investigates the development and implementation of marketing techniques and programs on an international scale. Evaluates cultural differences, marketing strategies and decision-making processes that are part of international marketing. Cross-listed as IBS 603. (\*spring semester)

**614 Personal Selling and Sales Management (3)**

For graduate students only. Prerequisite: MKT 607. Through lectures, student presentations, journal articles, and lab sessions, examines the personal selling process and the use of a professional, customer-oriented problem-solving approach in selling situations. Reviews the nature of a sales job and issues in the supervision and motivation of salespeople, and ethical challenges they face. (\*spring semester)

**615 Integrated Marketing Communications (3)**

For graduate students only. Prerequisites: MKT 607. This course focuses on the state-of-the-art strategic concept of integrated marketing communication (IMC). IMC incorporates advertising, promotions, publicity, public relations, personal selling, and any other means by which marketing information is communicated to people. The course involves a synthesis of the theoretical, practical, and social considerations of IMC. (\*fall semester)

**616 Marketing on the Cutting Edge (3)**

For graduate students only. Prerequisites: MKT 607. This course consists of a variety of specialty, cutting-edge marketing topics that students would not usually be exposed to when taking a traditional sequence of marketing classes. The course is team taught as a series of independent lectures by experts in the specialty field. (\*as needed)

**651 Applied Business Research Techniques (1.5)**

For graduate students only. Prerequisites: MKT 606. This course is designed to allow students to apply primary and secondary research techniques to solve managerial problems and to facilitate business decision-making. Students design research studies, gather data, statistically analyze data, interpret information and report results to solve business problems. (\*fall semester)

**652 Maximizing Service Encounters (1.5)**

For graduate students only. Prerequisites: MKT 607. It is well established that services, not products, drive the U.S. economy. Services continue to grow in importance, producing a balance-of-trade surplus as opposed to the deficit produced by goods. This course focuses on managing the service encounter in different industries to deliver service quality to the customer. In this course students learn how to increase customer satisfaction, calculate customer lifetime value, map services, understand customer expectations, and develop relationship strategies. (\*spring semester)

**653 Solving Marketing and Business Problems (1.5)**

For graduate students only. Prerequisite: MKT 607. This course is designed to allow students to apply critical thinking skills and integrate core business knowledge by using the case method. Strategic marketing cases will be analyzed throughout the course, and students will also write their own cases. (\*fall semester and as needed)

**680 Strategic Marketing Decisions (1.5)**

For graduate students only. Prerequisites: MKT 601, 606 and 607, plus 9 completed hours of marketing electives. This is a capstone course that serves as a vehicle for the application and integration of the concepts, analytical tools and problem-solving approaches to marketing strategy. It develops the student's ability to use facts in the analysis and execution of marketing strategy by using a simulation. (\*as needed)

**695 Special Topics in Marketing (3)**

Prerequisites: to be specified at time of offering. A course offered at the discretion of the MKT Department. Subject may focus on a topic of current interest in the field, training in a specific area of the field, or a topic that is of interest to a particular group of students. (\*as needed)

**699 Independent Study in Marketing (1-3)**

For graduate students only. Prerequisites: minimum 3.5 GPA, MKT 607 and written permission of the department chair. Contemporary topics in marketing.

**704 Marketing New Technology and Innovations (1.5)**

For graduate students only. Prerequisite: MKT 601. This course focuses on the rapidly evolving concepts and analytical techniques that facilitate strategic plan development for new ventures, products, technologies or services. The impact of technology modifies traditional marketing strategies, and these differences are explored. The course involves developing a comprehensive strategic marketing plan for a new-venture firm or a real-world client with a technology product introduction so that students may learn to apply updated strategic planning methods to business and marketing strategies. This course is available to all MS-IM students and MBA students with a declared entrepreneurship or marketing concentration. Other MBA students may be enrolled by permission of the instructor. (\*as needed)

**Mathematics (MAT)**

*Credit cannot be earned in mathematics courses that are prerequisites for courses already completed.*

**150 Introductory Algebra (4)**

A study of the basic concepts of algebra such as first-degree equations, factoring, rational expressions, graphing, quadratic equations, exponents and radicals. *May not be used to satisfy general curriculum distribution requirements of the Baccalaureate Experience.* (\*fall and spring semesters)

**153 College Geometry (2)**

A study of geometric problem-solving and formal synthetic Euclidean geometry. Students study properties of basic geometric figures, learn to verify them using formal proofs, and use results to solve applied problems. Students also are exposed to the axiomatic method of synthetic Euclidean geometry, learning how to verify results and then apply them to other proofs and applied problems. Required for education majors; may be taken as an elective by other majors. *May not be used to satisfy General Curriculum Requirements.*

**155 Finite Mathematics for Liberal Arts (4)**

Prerequisite: MAT 150 or equivalent. Appropriate as a general curriculum distribution requirement for liberal arts students. Topics include graph theory, planning and scheduling, data collection, descriptive statistics, social choices and voting, the problem of fair division, and the study of size and shape. (\*fall and spring semesters)

**160 College Algebra (4)**

Prerequisites: MAT 150 or equivalent. Topics include rational exponents, equations and inequalities, functions and their operations, polynomials, rational functions, and systems of equations, inequalities and matrices. (\*fall and spring semesters)

**170 Precalculus (4)**

Prerequisite: MAT 160 or equivalent. Covers exponential and logarithmic functions, applications to growth and decay problems, trigonometry and analytic geometry with emphasis on the use of graphing calculators. (\*fall and spring semesters)