

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. 3 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 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 Strategy & Management. 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 major or minor in Business. The marketing environment, product, price, distribution, and promotion strategies including government regulation and marketing ethics.

BMKT 337 - Consumer Behavior. 3 Credits.

Offered spring. Prereq., junior standing in Business and BMKT 325; PSYX 100S and PSYX 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. 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 Communication. 3 Credits.

Offered autumn. 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 - Nonprofit 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. Level: Undergraduate-Graduate

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. Level: Undergraduate-Graduate

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. Level: Undergraduate-Graduate

BMKT 440 - Marketing Analytics. 3 Credits.

Offered 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. Level: Undergraduate-Graduate

BMKT 445 - Marketing & Stats. 3 Credits.

Offered autumn. Prereq., admission to the Certificate in Business. 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: Undergraduate

BMKT 460 - Marketing Hi-Tech Production and Innovation. 3 Credits.

Offered autumn. 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. Level: Undergraduate-Graduate

BMKT 482 - Telling Stories with Data. 3 Credits.

Prereq., junior or senior standing. This course explores how we turn data into stories that can be understood by a nontechnical audience. Students will work with both raw and summarized data from several industries. Level: Undergraduate-Graduate

BMKT 483 - Digital Media Execution. 3 Credits.

This course will provide students with a solid understanding of the digital marketing landscape and can help them differentiate themselves as digital marketers. Course will cover online marketing channels such as display ads, search engine marketing, Over-the-top (OTT), Native, media services, email marketing, video advertising, paid social media advertising, and mobile ads. Level: Undergraduate-Graduate

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. Level: Undergraduate

BMKT 491 - Special Topics. 1-6 Credits.

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

BMKT 492 - Independent Study. 1-6 Credits.

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

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. Level: Undergraduate

BMKT 494 - Seminar. 1-6 Credits.

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

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. Level: Undergraduate

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., A combination of BMKT 325 and STAT 216 or BMKT 560 as well as BMIS 326 and M 451 and graduate level standing or consent of instructor. 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., A combination of BMKT 325 and STAT 216 or BMKT 560 as well as BMIS 326 and M 451 and graduate level standing or consent of instructor. 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 673 - Advanced Applied Modeling. 3 Credits.

Prereq., BGEN 516. This course focuses on applied statistics, improving students' statistical fluency and modeling. We cover resampling statistics to solidify our basic statistical understanding, improve our programming, and learn this vital technique to understanding uncertainty. We cover linear regression modeling extensively in the next section of the course. The final half of the course covers applied predictive and explanatory modeling using cutting-edge tools from our statistical software package. This course has weekly programming assignments. Level: Graduate

BMKT 680 - Big Data and Innovation. 2 Credits.

Prereq., BGEN 526, BGEN 516, and BGEN 505 or consent of instructor/program director. An integration of Data Science theory and the actual practice of searching, sorting, relating, and deriving results from textual data. Students will be exposed to machine learning, natural language processing, as well as other computer assisted data mining techniques and then gain hands-on proficiency in the practice of data science using the software from data mining and document analysis vendors. Level: Graduate

BMKT 689 - MSBA Capstone Prep. 1 Credit.

Prereq., BGEN 505, BGEN 516, and BGEN 526. Restricted to graduate students. This course is the prequel to the capstone class that culminates the MS in Business Analytics. To set yourself up for success, you will spend five weeks finalizing your capstone topic, sourcing data, preparing the data for analysis, determining your research questions, and building an analysis plan. Additionally, this class will force you to produce multiple low-stakes writing assignments, building the habits that will propel you through the capstone.

BMKT 694 - Seminar. 1-6 Credits.

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

BMKT 699 - Capstone. 3 Credits.

Prereq., BGEN 516, BGEN 526, BGEN 631, BGEN 632, BMIS 625, BMKT 582, BMKT 670, and BMKT 689. Coreq., BMIS 601, BMKT 673, and BMKT 680. Requires graduate level standing and consent of instructor. Using a project-based approach, the course enables students to synthesize domain knowledge, apply their technical skills, and convey results of their data analysis through data visualizations and clear written and oral communication skills to achieve an integrative perspective of business analytics. Level: Graduate