Marketing Courses

Courses

MKTG 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable when the topic changes.

MKTG 311. Marketing Management. 4 Credits.
Product, price, promotion, and distribution decisions in consumer and industrial markets. Market segmentation, product positioning for goods and services. Marketing strategy and management. Product life cycles. Students cannot receive credit for both MKTG 311 and MKTG 311H.
Prereq: BA 240, BA 308.

MKTG 311H. Marketing Management. 4 Credits.
Explores marketing strategy and tactics for profit and nonprofit organizations including start-ups and global firms. Uses cases and projects; requires intense student participation. Students cannot receive credit for both MKTG 311 and MKTG 311H.
Prereq: open only to students in the LCB honors program.

MKTG 390. Marketing Research. 4 Credits.
Design, implementation, analysis, interpretation, and reporting of research for marketing decisions. Hands-on experience with techniques for data collection, statistical data analysis, and communication of results.
Prereq: MKTG 311.

MKTG 401. Research: [Topic]. 1-21 Credits.
Repeatable.

MKTG 405. Special Problems: [Topic]. 1-12 Credits.
Repeatable.

MKTG 406. Practicum: [Topic]. 1-12 Credits.
Repeatable.

MKTG 407. Seminar: [Topic]. 4 Credits.
Repeatable.

MKTG 409. Terminal Project. 1-12 Credits.
Repeatable.

MKTG 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes. Recent topics include Marketing and Sustainability, Sales Management and Personal Selling.

MKTG 415. Marketing Analytics. 4 Credits.
Covers three pillars of analytics—descriptive, predictive, prescriptive—within the marketing context. Linear and logistic regression, clustering, customer choice, conjoint, natural language processing, and machine learning methods to drive marketing decisions.
Prereq: MKTG 311 or BA 317.

MKTG 420. Marketing Communications. 4 Credits.
Advertising, sales promotions, public relations, and personal selling. Emerging communication media. Legal regulations and ethical considerations in mass media advertising. Media planning and promotional budgets.
Prereq: MKTG 311.

MKTG 435. Consumer Behavior. 4 Credits.
Applications of social science concepts to the understanding of consumers and to the optimal delivery of products and services.
Prereq: MKTG 311.

MKTG 445. Entrepreneurial Marketing. 4 Credits.
Techniques for analyzing and developing new markets. Pricing, communicating, and distributing new products or services with limited resources. Developing marketing plans for new ventures.
Prereq: MKTG 311 or BA 317, MGMT 335.

MKTG 470. International Marketing. 4 Credits.
Analysis and development of marketing strategy and tactics for multinational and global markets.
Prereq: one from BA 317, MKTG 311, 311H.

MKTG 490. Marketing Strategy. 4 Credits.
Capstone marketing course. Primary focus on developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability.
Prereq: MKTG 390; MKTG 420 or SBUS 452.

MKTG 503. Thesis. 1-16 Credits.
Repeatable.

MKTG 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable when the topic changes. A recent topic includes Marketing and Sustainability.

MKTG 515. Marketing Analytics. 4 Credits.
Covers three pillars of analytics—descriptive, predictive, prescriptive—within the marketing context. Linear and logistic regression, clustering, customer choice, conjoint, natural language processing, and machine learning methods to drive marketing decisions.

MKTG 601. Research: [Topic]. 1-16 Credits.
Repeatable.

MKTG 603. Dissertation. 1-16 Credits.
Repeatable.

MKTG 605. Reading and Conference: [Topic]. 1-16 Credits.
Repeatable.

MKTG 606. Practicum: [Topic]. 1-16 Credits.
Repeatable.

MKTG 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

MKTG 608. Workshop: [Topic]. 1-16 Credits.
Repeatable.

MKTG 609. Terminal Project. 1-12 Credits.
Repeatable.

MKTG 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable when the topic changes. Recent topics include New Product Development, Brand Strategy.

MKTG 612. Marketing Management. 3 Credits.
Marketing Management addresses market analysis and segmentation, targeting, and positioning. Emphasis is on marketing strategies designed to deliver superior customer value and achieve organizational objectives.

MKTG 660. Marketing Research. 3 Credits.
Marketing research as a tool for decision-making. Planning research projects; design, measurement, experimental and nonexperimental techniques, analysis and interpretation of data; reporting research results.
Prereq: completion of first-year MBA core.

MKTG 665. Marketing Strategy. 3 Credits.
Relationship between marketing and other functional areas of a business. Emphasis on case analysis as a means of acquiring both planning and operational skills.
Prereq: completion of first-year MBA core.

MKTG 687. Theory and Research in Marketing Management. 3 Credits.
Application of marketing concepts and of economics, management science, and behavioral science to the management of the product, price, promotion, and distribution variables.
Prereq: doctoral standing.

MKTG 689. Theory and Research in Consumer Behavior. 3 Credits.
The applicability of behavioral theories and methodologies to the understanding of the consumption process.
Prereq: doctoral standing.