Marketing (MKTG)

Courses

MKTG 199. Special Studies: [Topic]. 1-5 Credits.
Experimental course - topic varies.
Repeatable 99 times when 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.
Requisites: Prereq: BA 169Z, BA 308.
Equivalent to: MKTG 311H

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.
Requisites: Prereq: BA 169Z, BA 308.
Equivalent to: MKTG 311

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.

Requisites: Prereq: MKTG 311.

MKTG 401. Research: [Topic]. 1-21 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 99 times

MKTG 405. Special Problems: [Topic]. 1-12 Credits.
Specialized inquiry into a particular topic by a student and discussed with a faculty member.
Repeatable 99 times

MKTG 406. Practicum: [Topic]. 1-12 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 99 times

MKTG 407. Seminar: [Topic]. 4 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

MKTG 409. Terminal Project. 1-12 Credits.
A presentation incorporating the knowledge and skills acquired from course work completed for a degree.
Repeatable 99 times

MKTG 410. Experimental Course: [Topic]. 1-4 Credits.
Recent topics include Marketing and Sustainability, Sales Management and Personal Selling.
Repeatable 99 times when topic changes

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.
Requisites: 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.
Requisites: 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.
Requisites: 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.
Requisites: Prereq: MKTG 311 or BA 317, MGMT 335.

MKTG 465. Digital Marketing. 4 Credits.
This course provides a theoretical and practical understanding of digital marketing. Students will learn various digital marketing practices such as managing and executing search engine optimization campaigns, building an effective website, email marketing, social media strategies, online advertising, and converting clicks into purchases through an experiential learning approach.
Requisites: Prereq: MKTG 311 or BA 317.

MKTG 468. Marketing, Sustainability, and Ethics. 4 Credits.
This course focuses on sustainable marketing, broadly defined. We will define sustainability as any Environmental, Societal, or Governance (ESG) issue that affects the long-term outcomes of consumers, employees, the planet, and/or society. Students in this course will learn to develop sustainable marketing strategies in the process of evaluating firm behavior and predicting consumer and company behaviors that may serve as barrier to sustainable consumption.
Requisites: Prereq: one from MGMT 250, BA 317, MKTG 311.

MKTG 470. International Marketing. 4 Credits.
Analysis and development of marketing strategy and tactics for multinational and global markets.
Requisites: Prereq: one from BA 317, MKTG 311, MKTG 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.
Requisites: Prereq: MKTG 390 or MKTG 415.

MKTG 503. Thesis. 1-16 Credits.
A written document resulting from study or research and submitted as a major requirement for a degree.
Repeatable 99 times

MKTG 510. Experimental Course: [Topic]. 1-4 Credits.
A recent topic includes Marketing and Sustainability.
Repeatable 99 times when topic changes

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 565. Digital Marketing. 4 Credits.
This course provides a theoretical and practical understanding of digital marketing. Students will learn various digital marketing practices such as managing and executing search engine optimization campaigns, building an effective website, email marketing, social media strategies, online advertising, and converting clicks into purchases through an experiential learning approach.

MKTG 568. Marketing, Sustainability, and Ethics. 4 Credits.
This course focuses on sustainable marketing, broadly defined. We will define sustainability as any Environmental, Societal, or Governance (ESG) issue that affects the long-term outcomes of consumers, employees, the planet, and/or society. Students in this course will learn to develop sustainable marketing strategies in the process of evaluating firm behavior and predicting consumer and company behaviors that may serve as barrier to sustainable consumption.

MKTG 601. Research: [Topic]. 1-16 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 99 times

MKTG 603. Dissertation. 1-16 Credits.
A written document resulting from study or research and submitted as a major requirement for a degree.
Repeatable 99 times

MKTG 605. Reading and Conference: [Topic]. 1-16 Credits.
A particular selection of material read by a student and discussed in conference with a faculty member.
Repeatable 99 times

MKTG 606. Practicum: [Topic]. 1-16 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 99 times

MKTG 607. Seminar: [Topic]. 1-5 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

MKTG 608. Workshop: [Topic]. 1-16 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

MKTG 609. Terminal Project. 1-12 Credits.
A presentation incorporating the knowledge and skills acquired from course work completed for a degree.
Repeatable 99 times

MKTG 610. Experimental Course: [Topic]. 1-5 Credits.
Recent topics include New Product Development, Brand Strategy.
Repeatable 99 times when topic changes

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.

Requisites: 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.
Requisites: Prereq: completion of first-year MBA core.

MKTG 668. Strategic Brand Management. 3 Credits.
This course will explore a range of issues related to the strategic management of brands. After building a fundamental understanding of the importance of brands and their core characteristics, we will focus on four key aspects of brand management – building/managing brands, leveraging brands, identifying brands / measuring their equity, and protecting brands.

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.
Requisites: 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.
Requisites: Prereq: doctoral standing.