MARKETING (MKT)

MKT 2930 - Special Topics
Credit(s): 1-3 Credits (Repeatable for credit)
MKT 2980 - Independent Study
Credit(s): 1 or 3 Credits (Repeatable for credit)
MKT 3000 - Introduction to Marketing Management
Credit(s): 3 Credits
Introduction to the concept of marketing and its application to domestic and foreign markets, and to consumer, producer, institutional, and service markets; analysis of marketing mix, including product, price, promotion/advertising, and distribution policies; and an overview of career opportunities in the marketing field.
Prerequisite(s): Minimum Earned Credits of 30
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 3300 - Marketing Channels and Distribution
Credit(s): 3 Credits
Institutional structures and distribution processes viewed as a subsystem of marketing strategy; channel structure, promotion, pricing, product assortment considerations, and physical logistics to achieve channel policies; and social, governmental, economic and competitive aspects affecting channels.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 3400 - Integrated Marketing Communications
Credit(s): 3 Credits
Advertising efforts, public relations efforts, and coordinating and integrating promotional strategy efforts; situation analysis; determination of objectives and budgets; media strategies; sales promotion and public relations.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 3500 - Sports Marketing
Credit(s): 3 Credits
The content of this course focuses on three aspects of sports marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports properties; and (3) the emerging issues relevant for both marketing through and the marketing of sports. The first component addresses the various domains of the sports marketing environment and traditional sponsorship. The second focuses on the marketing of professional and amateur sports, the marketing of participation-oriented sports, and the marketing of a broad array of sports-related products such as sporting goods and apparel. The third addresses the impact of relationship marketing, technology, and controversial issues within the sports marketing industry. Prerequisite's: MKT-3000.
Prerequisite(s): MKT 3000

MKT 3600 - Marketing Research
Credit(s): 3 Credits
Problem-solving in marketing through assimilation and interpretation of information; secondary sources and techniques of surveying and experimentation examined; and statistical tools applied to research design and interpretation.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 3700 - Social Media and Digital Marketing
Credit(s): 3 Credits
This course focuses on digital, social, and mobile marketing applications. Topic include: Search Engine Optimization, Search Engine Marketing, Online Advertising, Web Analytics, Email Marketing, Social Media Marketing, and Reputation Management. Prerequisite: MKT 3000.
Prerequisite(s): MKT 3000

MKT 3930 - Special Topics
Credit(s): 1-3 Credits (Repeatable for credit)

MKT 3980 - Independent Study
Credit(s): 1 or 3 Credits (Repeatable for credit)

MKT 4300 - Retail Management
Credit(s): 3 Credits
Retailing operations within the marketing systems; the management, organization and control of retail establishments; and retail buying practices, pricing, control of inventories, personnel publicity, advertising, and store location.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4400 - Consumer Behavior
Credit(s): 3 Credits
Concepts and theories explaining the cognitive, behavioral, and experiential aspects of individual and group purchasing of goods and services; analysis of a broad range of purchase and consumption situations; development of appropriate target market strategies.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4440 - Personal Selling
Credit(s): 3 Credits
The course content revolves around the personal selling process. Role playing and sales presentations are used to improve oral communication skills, enhance self-confidence, and hone selling skills. Persuasive writing skills are also practiced.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4450 - Sales Management
Credit(s): 3 Credits
Environment of sales management; forecasting sales; budgeting; structuring a sales force; selecting, training, compensating salespeople; motivating and evaluating salespeople; and the personal selling process.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.
MKT 4550 - International Marketing
Credit(s): 3 Credits
Environmental systems approach, examining socio-cultural aspects and the economic and political infrastructure of foreign markets; analysis of multiple modes of market entry, market segmentation, and marketing strategy development, appropriate to various sizes and types of companies in the U.S. and abroad.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4600 - Brand Management
Credit(s): 3 Credits
This course will focus on understanding, building, measuring, and managing the essence of brand power: brand equity. Starting with an overview of brands and branding decisions, we will highlight the content and context of brand management, before proceeding to strategies for building brand equity, measuring brand equity using financial/marketing/customer measures, and managing brand equity over time and across geographical boundaries.
Prerequisite(s): MKT 3000

MKT 4650 - Marketing Analytics
Credit(s): 3 Credits
A quantitative approach to effective marketing decision making; includes decision models relating to segmentation, positioning, new product design models as well as advertising and promotion; also covers pricing models and the implications of marketing decisions to costs, revenue, and profits. Prerequisite: MKT-3000.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4900 - Marketing Strategy
Credit(s): 3 Credits
Capstone marketing course, to be taken in the final semester of study, using case approach; emphasis on strategic and executional issues connected with marketing policy; examines managing marketing mix decisions with special attention given to communication (personal and mass), price practices, channels of distribution, and product policy. Prerequisite: MKT-3000 and Senior standing.
Prerequisite(s): MKT 3000, Minimum Earned Credits of 90
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4910 - Marketing Internship
Credit(s): 1-3 Credits (Repeatable for credit)
This course can be used as elective credit or as concentration credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.
Prerequisite(s): MKT 3000
Restrictions:
Enrollment limited to students with a semester level of Junior or Senior.
Students in the Schl for Professional Studies college may not enroll.

MKT 4930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)
Prerequisite: MKT-3000.
Prerequisite(s): MKT 3000
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 4970 - Independent Study
Credit(s): 3 Credits (Repeatable for credit)
Permission of the department chair.
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 5930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 5980 - Graduate Reading Course
Credit(s): 1-3 Credits (Repeatable for credit)

MKT 6000 - Marketing Management
Credit(s): 3 Credits
An induction to the fundamentals of marketing management. Marketing problem solving and decision making to formulate programs. Emphasis on marketing management process includes: situation assessment, strategy formulation, planning and implementation.

MKT 6100 - Sales Management
Credit(s): 3 Credits
This is an online course which introduces the student to the many complex issues faced by the individual who manages the direct selling function of the firm. Topics include, but not confined to, salesforce recruitment, deployment, compensation, evaluation, and motivation. Prior to these managerial topics, the student will be provided with an overview of the selling process itself. The use of in-class case discussions is intended to enhance the applicability of course themes, and foster a dynamic classroom environment.
Prerequisite(s): MKT 6000

MKT 6120 - Marketing and Electronic Commerce
Credit(s): 3 Credits
The Internet including the World Wide Web and on-line services, comprise the on-line world of cyberspace – the so-called information highway. This communications channel provides a massive electronic pipeline between businesses and consumers. Equally important, it opens up exciting new possibilities that challenge traditional ways of interacting, communicating, and doing business. The World Wide Web is increasingly being recognized as an important emerging commercial medium that presents a fundamentally different environment for marketing activities. This 'hands on' course will focus on the marketing issues surrounding commercialization of the 'Web' and other emerging electronic media. It will examine strategic and operational issues facing firms who wish to compete in this dynamic new medium. The course format will consist of a combination of lecture/discussion, case study, expert guest speakers, and student presentations of Web Marketing Reports.

MKT 6150 - New Product Management
Credit(s): 3 Credits
Prerequisite(s): MKT-6000.
Prerequisite(s): MKT 6000
MKT 6200 - Consumer Analytics/Buyer Behavior
Credit(s): 3 Credits
Theoretical foundations of consumer behavior with specific attention to aspects of cognition, affect (emotion) and behavior. Practical applications of theory as a basis for marketing action in domestic and global marketing.
Prerequisite(s): (MKT 6000 or MBA 6250)

MKT 6250 - International Marketing
Credit(s): 3 Credits
Survey of theoretical frameworks and analytical models used to explain and develop international marketing strategies for small, medium and global companies operating in developed and emerging markets. Effects of globalization and trends toward anti-globalization.
Prerequisite(s): MKT 6000

MKT 6260 - Green Marketing
Credit(s): 3 Credits
Identification of local, national and global environmental concerns, issues of social justice, and trends towards sustainable development in international business. Examination of marketing responses, initiatives, and opportunities. Development of appropriate and effective green marketing strategies.
Prerequisite(s): MKT 6000

MKT 6300 - Advertising Management
Credit(s): 3 Credits
Stimulation of primary demand and selective demand, building successful advertising campaigns, budget management, effectiveness of advertising as a form of communication and selling, client-agency relations, social aspects, emphasis on national advertisers of consumer and industrial goods.
Prerequisite(s): (MKT 6000 or MBA 6250)

MKT 6350 - Consumer Insight and Brand Strategy
Credit(s): 3 Credits (Repeatable for credit)
The focus of this course is how to develop consumer insight, turn that insight into intelligence, and then apply it to creative brand strategy. Based on the long-standing discipline in the advertising industry originally known as "account planning," which today is the core model for planning and executing brand and advertising strategy, this course introduces students to the wide range of tools for discovering intelligence about the consumer and then how to use that intelligence in building strategies that keep brands relevant for the long-term. Students learn what it is like to be a brand strategist by studying in-depth one or more brands throughout the semester and producing a creative brand brief.

MKT 6400 - Social Media and Digital Marketing
Credit(s): 3 Credits (Repeatable for credit)

MKT 6450 - Strategic Marketing
Credit(s): 3 Credits
A study of how firms gain competitive advantage by creating customer value in a dynamic market environment. Topics include: the strategic process, competitive analysis, becoming a cost leader, making quality a strategic weapon, customer value analysis and global positioning. Students will undertake a group project to analyze a firm's competitive market strategy and value positioning, and will recommend alternative approaches.

MKT 6500 - Sports Marketing
Credit(s): 3 Credits
This course provides students the opportunity to study the nature and scope of marketing sports properties (e.g., teams, events, associations) as well as marketing traditional products or services with sports as a promotional tool. In essence, we study both the marketing of sports, as well as the marketing of products through sports. The course places a heavy emphasis on the case study method, student group work, and guest speakers from the sports industry.

MKT 6600 - Marketing Analytics
Credit(s): 3 Credits

MKT 6650 - Brand Management in the Digital Age
Credit(s): 3 Credits
This course will focus on how brand management can work productively in the information intensive digital era. It will examine how brand equity is defined today, and how brand managers can use an array of tools—some traditional, but most new—to achieve a range of marketing objectives. Offered every year.
Prerequisite(s): MKT 6000

MKT 6820 - Seminar in Marketing Theory
Credit(s): 3 Credits

MKT 6830 - Seminar in International/Global Marketing Theory
Credit(s): 3 Credits
A seminar of readings and discussion based on the academic literature of the field. Survey of current theory and knowledge about components of global marketing strategies. Training in the techniques of research about markets, companies, and consumers.

MKT 6840 - Seminar in Consumer Behavior
Credit(s): 3 Credits
Doctoral seminar focusing on the substantive and methodological issues concerning psychological and socio-cultural aspects of consumer research. Selected topics include information processing, attitude formation, perception, decision making, persuasion, motivation, emotion and effect, consumption signs and symbols, post-modern perspectives on consumer research.

MKT 6930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)
Restrictions:
Students in the Schl for Professional Studies college may not enroll.

MKT 6950 - Special Study for Examinations
Credit(s): 0 Credits (Repeatable for credit)

MKT 6970 - Research Topics
Credit(s): 0-3 Credits (Repeatable for credit)

MKT 6980 - Graduate Reading Course
Credit(s): 1-3 Credits (Repeatable for credit)

MKT 6990 - Dissertation Research
Credit(s): 0-6 Credits (Repeatable for credit)