Marketing (MKTG)

Courses

MKTG 5001. Marketing Management/Strategy. 3 Credit Hours.
This course is designed to provide students with an understanding of how firms develop marketing strategies to create and manage the creation of meaningful offers that are valued by consumers for the purpose of developing and maintaining customer relationships. Initially, we will address the evolution of market systems at the macroeconomic level and the role that marketing plays in bridging the gap between the production and consumption sectors of the economy. Subsequently, we will explore how firms develop strategies to create customer value through product management, pricing, marketing channels, supply chain management, customer relationship management and communications directed to buyers and also develop an understanding of how buyers acquire, consume and dispose of these goods and services.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5101. Consumer and Buyer Behavior. 3 Credit Hours.
Use of concepts from the behavioral sciences for identifying market segments, predicting customer response to alternative marketing strategies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5102. Marketing Communications. 3 Credit Hours.
Marketing communications as part of a firm's marketing mix. Dissemination of information is considered through advertising and other forms of communicating demand-influencing ideas.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5103. Marketing Research: Techniques and Application. 3 Credit Hours.
Basic approaches to planning, collecting, analyzing, and communicating information from the marketplace. Techniques and applications for specific marketing areas.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently))
AND (STAT 5001|Minimum Grade of B-|May not be taken concurrently
OR (MIS 5401|Minimum Grade of B-|May not be taken concurrently
AND STAT 5401|Minimum Grade of B-|May not be taken concurrently)
OR (MIS 5301|Minimum Grade of B-|May not be taken concurrently
AND STAT 5301|Minimum Grade of B-|May not be taken concurrently)).
MKTG 5104. Managerial Decision Strategies in Marketing. 3 Credit Hours.
Capstone course in marketing emphasizing strategic aspects of decision making in a marketing environment. Decision theory and quantitative methods illustrated in considering alternatives when formulating strategic plans. Case studies used.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5105. Electronic Commerce. 3 Credit Hours.
The principal focus of this course will be on understanding the marketing implications of E-Commerce. In other words, this course is not so much about learning HTML or JavaScript but looking at E-Commerce from a manager's viewpoint. Students enrolled in this course will learn about how Internet marketing is different from traditional marketing, as well as what this means for traditional concepts like marketing mix, gaining customer loyalty, and making profits. Issues such as E-business models, Internet advertising and pricing, and current state of affairs with respect to B2B auctions and Internet law will also be touched upon in the sessions.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5106. Electronic Channels, Supply Chain, Logistics & Procurement. 3 Credit Hours.
Understanding new models of supply chain logistics and electronic channels as contrasted with traditional channels for creating value for ultimate consumers and end users. Topics include: back-end fulfillment strategies, productivity, customer service, Internet warehousing and transportation systems, order processing, transactions costs efficiency, the role of infomediaries and interorganizational relationships, the use of the internet in customer service, and the role of the internet in the development of procurement strategies, customer oriented shipping tracing and tracking, claims processing and settlements, the management of reverse logistics channels, and in materials handling.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5001|Minimum Grade of B-|May not be taken concurrently
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5107. Product Management. 3 Credit Hours.
This course examines the analytical, decision making, and planning concepts and tools available to market, product, and brand managers. Specific decisions to be addressed include: product policy, policy formulation, the selection of product market strategies, new product development, product-line modification, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Because of the heavy emphasis on interaction, regular and frequent participation will be expected.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5108. Data-Driven Marketing. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
MKTG 5115. International Marketing. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5155. Elec Supply Chain Mgt. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5156. Mktg Mgt-Digital Mktplac. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5170. Special Topics in Marketing. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5180. Special Topics in Marketing. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5182. Independent Study. 1 to 6 Credit Hour.
Supervised individual reading and research projects.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5190. Special Topics in Marketing. 1 to 6 Credit Hour.
Special topics courses analyze emerging issues or specialized content that are not covered in regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5282. Independent Study. 1 to 3 Credit Hour.
Special study is undertaken in a particular aspect of marketing, under the direct supervision of an appropriate graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).
MKTG 5301. Market Analysis & Management. 1.5 Credit Hour.
This course is designed to provide students with an introduction to marketing theory, strategies and practice. Through this course students will learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5302
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 5301|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5301|Minimum Grade of B-|May not be taken concurrently).

MKTG 5302. Marketing Strategy & Planning. 1.5 Credit Hour.
Through this course, students will set clear marketing objectives; integrate marketing strategy components to achieve those objectives; develop a branding, messaging, and promotional plan; set a marketing strategy budget; and establish metrics to monitor the performance of a marketing strategy – all within the context of a rapidly evolving interactive, digital landscape. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5301
Repeatability: This course may not be repeated for additional credits.

MKTG 5401. Market Analysis & Management. 1.5 Credit Hour.
This course is designed to provide students with an introduction to marketing theory, strategies and practice. Through this course students will learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5402
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 5301|Minimum Grade of B-|May not be taken concurrently)
OR STAT 5401|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5301|Minimum Grade of B-|May not be taken concurrently)
OR MIS 5401|Minimum Grade of B-|May not be taken concurrently).

MKTG 5402. Marketing Strategy & Planning. 1.5 Credit Hour.
Through this course, students will set clear marketing objectives; integrate marketing strategy components to achieve those objectives; develop a branding, messaging, and promotional plan; set a marketing strategy budget; and establish metrics to monitor the performance of a marketing strategy – all within the context of a rapidly evolving interactive, digital landscape. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5401
Repeatability: This course may not be repeated for additional credits.

MKTG 5502. International Marketing Management. 3 Credit Hours.
Identifying and analyzing worldwide marketing opportunities, and generating strategies for capitalizing on them. Impact of environmental differences on marketing strategies and customer response.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MKTG 5001|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently)
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR MKTG 5301|Minimum Grade of B-|May not be taken concurrently)
OR MKTG 5302|Minimum Grade of B-|May not be taken concurrently).
MKTG 5601. Database Marketing. 1.5 to 3 Credit Hour.
Information has become a valuable strategic asset and successful management of market information is essential for a firm's sustained profitability. This course provides the basics for data management that underlie organizations in the “Information Age.” The course analyzes the strategic role played by information and develops the skills required to manage information by using databases. The course will emphasize marketing applications that illustrate how to organize and manage available information assets to address specific strategic objectives and needs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MKTG 5602. Quantitative Methods in Marketing. 1.5 to 3 Credit Hour.
This course will emphasize the use and practice of Marketing Metrics: the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of data collection, warehousing technologies, marketing information systems, data mining, and customer relationship management. Particular attention is paid to interpretation of quantitative data (marketing dashboards).
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MKTG 5603. Direct Marketing. 1.5 Credit Hour.
Students are introduced to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fund raising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. Initially, the course will address how direct marketing varies from other forms of marketing and where its practice is most appropriate. Subsequently, the course covers how firms develop direct marketing programs for purposes of direct sale, lead generation or traffic generation using various direct marketing media such as: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, Internet, inserts, videos, e-mail and trade shows. Various approaches for stimulating action and the measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MKTG 5604. Digital Marketing. 1.5 to 3 Credit Hour.
This course emphasizes the use and practice of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fund raising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. The course covers how firms develop direct marketing programs for purposes of direct sale, lead generation or traffic generation using various direct marketing media such as: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, Internet, inserts, videos, e-mail and trade shows. Various approaches for stimulating action and the measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MKTG 5605. Digital Innovation in Product Management and Branding. 1.5 to 3 Credit Hour.
In this course we review concepts and principles related to building and maintaining a brand in the digital environment. Topics include developing a strategy for your brand, the content to support that strategy and then how to communicate that content. How do you manage your products and brand over time and what analytics are used to keep your strategy on-track. Finally, global and legal implications are considered.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MKTG 5606. Digital Innovation in Mobile Marketing and Communication. 1.5 to 3 Credit Hour.
In this course students will learn how to develop a mobile marketing strategy with the target audience in mind as well as how to effectively integrate that mobile marketing as a part of their overall brand and business strategy. They will then learn to convert that strategy into an effective campaign using the appropriate mobile tools. Lastly, they will learn how to track and measure the effectiveness of that campaign.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MKTG 5801. Marketing Management in the Enterprise, 3 Credit Hours.
Limited to students matriculated in the Executive M.B.A. program. In this course, you'll develop a firmer grasp on the strategic aspects of marketing decisions within the context of the total enterprise. You'll also analyze marketing management practices, organization and decision processes through traditional and internet-based business case studies involving product development, segmentation, pricing, promotion, distribution and implementation.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5882. Independent Study. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
MKTG 5890. Special Topics in Marketing. 1 to 6 Credit Hour.
Special topics courses analyze emerging issues or specialized content that are not covered in regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MKTG 9001. Sem-Marketing Theory Dev. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 9002. Sem-Behavior Res-Mktg. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 9003. Sem-Quant Research-Mktg. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 9011. Proseminar in Marketing. 1 to 3 Credit Hour.
The Marketing PhD Pro-seminar provides doctoral students with an opportunity to learn about the range of academic research in marketing, and about marketing academic careers. Through critiques of academic research articles and discussions with other students and multiple faculty members, students will gain insights into research process, and the expectations of the marketing academic community. The course assignments and discussions help to build student research capability, and support student development of a research paper proposal on a topic of the student's choice.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Business Administration
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School, Tourism & Hospitality Mgmt
Repeatability: This course may be repeated for additional credit.

MKTG 9090. Sem-Sel Topics in Mktg. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MKTG 9183. Directed Study in Marketing. 1 to 6 Credit Hour.
Directed Study in Marketing
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.