Marketing (MKTG)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

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.
Marketers are concerned with consumer behavior, which is the development of consumer insights and perspectives of the needs and wants that drive marketing exchanges. This course focuses on the theoretical foundations of consumer behavior, drawing on anthropological, sociological, and psychological sciences, as well as providing models and methods for assessing and identifying decision-making drivers, with the objective of providing insights to marketing strategists to test new products, predict emergent consumer needs, identify convergence of wants and needs and develop effective packaging and communications campaigns. It encompasses consumer well-being, as well as the global environment in which modern markets exist. This course seeks to develop insight into both the B2B and B2C decision-making process.

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: Minimum grade of B- in (MKTG 5001, (MKTG 5401 and MKTG 5402), (MKTG 5301 and MKTG 5302), MKTG 5303, or MKTG 5403)

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: Minimum grade of B- in STAT 5001 (may be taken concurrently)

MKTG 5104. Marketing Strategy. 3 Credit Hours.
Marketing Strategy provides an executive viewpoint of integrated marketing concepts, including: market analysis, segmentation, targeting, and positioning, and the 4Ps (product, price, promotion, and place). Students learn to apply both strategic and tactical elements of these marketing concepts, integrate these into financial models, and make decisions in realistic environments in order to maximize long term firm value. This course emphasizes skills and experiences in analyzing a business' situation and formulating, implementing, and monitoring marketing strategy in a competitive environment. In particular, students will be able to select segments in which to compete, develop meaningful points of differentiation and positioning statements, think critically about product design, set prices in a variety of situations, deal with distribution and channel issues, and understand promotion strategies. There is a heavy emphasis on the link between marketing decisions and financial outcomes, as well as on communicating results of analysis to upper management. Note: Prior to fall 2017, the course title was "Managerial Decision Strategies in Marketing".

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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may 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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently))

MKTG 5108. Data and Financial Driven Marketing. 3 Credit Hours.
Data and Financial Driven Marketing provides students with an opportunity to analyze data and to recommend business plan implementations of product and commercialization tactics. The class provides a framework for choosing and applying a variety of data and financial analysis driven marketing techniques. The course covers basic methods for determining market level demand, forecasting and pricing models, promotions optimization allocation models, and other elements of ROI/ROMI analysis. The course utilizes CRM and other sources of marketing data base analysis to drive ROI/ROMI forecasts and then uses analyses to discriminate between strategic and tactical alternatives. This course also leverages financial analysis frameworks for customer identification/development, acquisition, satisfaction and retention and for strategy recommendations. Course concepts will be applied to a variety of marketing strategic decisions in both B-2-C and B-2-B situations, including segmentation, targeting, positioning, value proposition determination, new product development, branding, CRM/Loyalty programs and pricing strategies. Note: Prior to fall 2017, the course title was "Data-Driven Marketing."

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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently))

MKTG 5111. Customer Data Analytics. 3 Credit Hours.
This course introduces students to methods for analyzing data residing in firms' customer databases. It covers methods for creating profiles of customer segments based on their profitability to the firm, estimate individual customers' lifetime values, and demonstrate how this technique has been used by different organizations. The course also reviews statistical concepts and introduces and uses specialized statistical software, which will be used to conduct a variety of marketing analyses using actual customer databases. Students will acquire skills to construct traditional RFM (recency/frequency/monetary) analyses to maximize response to marketing campaigns. Using these traditional techniques as a foundation, students develop/build more sophisticated models to predict customer response, such as predicting whether a customer will respond to a particular marketing offer (e.g. a direct marketing, mobile marketing, direct mail, etc.). In addition, students construct more advanced models (e.g. logit models, CHAID) to maximize response to marketing campaigns and to compare the effectiveness of alternative models.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

MKTG 5118. Marketing MS Capstone. 3 Credit Hours.
Students collaborate on a real-world business challenge in the marketplace focusing on the activities to support strategic decisions in segmentation, targeting, positioning, assessment, and use of online channels to grow visibility and value perceptions, KPIs, and financial feasibility for a product line. Students learn to apply team leadership practices while developing a strategic marketing plan and gaining hands-on experience that can help accelerate a career in their respective fields.

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 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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may 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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently))

MKTG 5411. Marketing Management. 3 Credit Hours.
This course is designed to provide the student with the principles of marketing from the perspective of both buyers and sellers at both the macro (societal) and micro (firm) levels of analysis. Initially, we will address the evolution of market systems (macro 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 (micro level) develop, price, promote and deliver goods and services to buyers and develop an understanding of how buyers acquire, consume and dispose of these goods and services. Everything that relates to a customer is part of the marketing domain, and the growing demands of stakeholders, news media and data analytics are changing the entire marketing landscape. The key to success for any organization (profit or non-profit) is to optimize how they create and deliver value. Marketing management extends far beyond promotion alone. Promotion is only one aspect of what marketing entails. In short, marketing is about enhancing perceived value of the organization and its products and services to increased willingness to pay vs. competitive offerings. Successful marketing management influences a company's desire and ability to enhance value generation, and thus increase perceived value.

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 5604. Digital Marketing. 3 Credit Hours.
This course covers foundational marketing strategy topics within the context of digital marketing innovation. Through the course, we'll look at market research, segmentation and targeting, value proposition development, branding strategies, product development, communications planning, pricing scenarios, and relationship management. Students will gain deeper knowledge of the what, why, and how of digital marketing including online listening and monitoring, search engine optimization, search ads, online promotions and email marketing. The identification of critical success factors and best practices are central to the course, as are methods for analyzing marketing effectiveness. The course focuses on both business-to-consumer (B2C) and business-to-business (B2B) markets.

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 5605. Digital Innovation in Product Management and Branding. 1.5 to 3 Credit Hour.
Brands are challenged with meeting the demands of a digital consumer. Now more than ever it's crucial for brands to adapt their current model and embrace marketing through use of data and technology. In this course you will learn how to leverage through the use of data and technology. Topics include developing a brand strategy, the content to support that strategy and how to communicate that content. In this course, students will learn the importance of digital to the overall marketing mix, build a digital brand strategy, develop content that meets the demands of targeted consumers, understand the various distribution platforms for your message and learn how to activate channels into your plans to maximize results.

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 develop a mobile marketing strategy for different target audiences as well as how to effectively integrate mobile marketing into an overall brand and business strategy. Students will learn how to convert that strategy into an effective campaign using the appropriate mobile tools and finally apply course knowledge to track and measure the effectiveness of digital campaigns. Through a combination of readings, discussion, presentations and projects, students will examine how mobile technologies are changing how we experience media, why a standalone mobile strategy is insufficient, how mobile tools can enhance, expand and transform existing marketing initiatives, how mobile data can help brands more effectively scale their message to new audiences and the ethical and social considerations inherent when personalizing and measuring the consumer experience.

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 5618. Quantitative Pricing and Revenue Analytics. 3 Credit Hours.
The business world is full of examples where companies create great value for their customers, but fail to capture that value in their earnings. A common reason is a failure to integrate their value-creating activities with their pricing decisions. This course provides an in-depth, cross-functional look at the role of price in a firm's value proposition to customers. This course builds upon the foundation in Business Analytics. In previous courses, we saw that data by itself is useless and that it must be transformed into information in order to have value to decision-makers. This course will extend your understanding of the art and science of extracting information from data into increasingly complex and "real world" data. Specifically, we will cover extensions to regression, logistic regression, hierarchical modeling, model selection, and other topics spanning the process of building and evaluating models. In addition, we will practice drawing intuition and insight from models and effectively communicating that insight in a format that can help decision-makers to make better decisions.

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: Minimum grade of B- in MKTG 5001 (may be taken concurrently) and STAT 5001 (may be taken concurrently)

MKTG 5801. Marketing Management: Creating Customer Value. 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.
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 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 9001. Behavioral Science Seminar. 3 Credit Hours.
The purpose of this seminar is to provide a solid foundation for critical thinking in the area of consumer behavior. Consumer behavior is interdisciplinary; thus, you will be exposed to theories from a variety of fields. We will discuss the key behavioral theories and focus on how one should think about developing and testing a conceptual model. Further, the course will provide an insight into how to design clever field, lab and online experiments to test your hypotheses. This course is useful for those interested in getting an insight into the key drivers of consumer behaviors, to understand major areas of psychological science as applicable to how people and/or organizations make decisions or to learn more about how to develop and test conceptual models. Specific learning outcomes are: learn about some of the major areas of psychological science as applicable to how people behave; learn how to generate research ideas (relevant for your field) based on the discussed theories; learn how to develop and test conceptual models; improve your ability to present, explain and defend your ideas (and those of others) by giving short but compelling presentations in class; get an insight into how to choose a methodology for your research; and develop your ability to professionally respond to other scholars (and critics) in a tactful but confident manner.

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. Seminar on Behavioral Research in Marketing. 3 Credit Hours.
The major objective of this course is to provide broad coverage of research that has emerged from (largely) psychological approaches to consumer behavior. Among the issues discussed are how people attend to information, how such information is related to prior knowledge, how knowledge guides judgments, how people form attitudes, how people respond to persuasion, how they make decisions, and how emotions affect consumer behavior. The readings cover both classic papers in consumer behavior as well as recent, state-of-the-art research. Thus, you will have a good idea of how the field has developed over the last few decades as well as where it is headed. The emphasis of the course will be on making you strong conceptual thinkers. You will develop critical, analytical, and integrative skills necessary for the conduct of behavioral research. Therefore, it is important for each student to come to class prepared to discuss her/his thoughts about the main ideas, strengths, contributions, and shortcomings of all of the assigned articles.

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 9005. Seminar in Judgment and Decision Making. 3 Credit Hours.
This course introduces students to research in the field of Judgment and Decision Making (JDM). In addition to gaining an exposure to this interdisciplinary research area that employs concepts and tools from economics, statistics, as well as the core discipline of psychology, students will also learn to apply these concepts to business problems in management, marketing, operations, accounting, and finance.

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.

Repeatability: This course may not be repeated for additional credits.

MKTG 9006. Empirical Modeling in Marketing. 3 Credit Hours.
This is a seminar-based class designed to introduce doctoral students to advanced empirical models and estimation methods. This class addresses models and methods such as brand choice models, hidden Markov models for customer targeting, times series VARX model, marketing mix response model and optimization, machine learning for unstructured text/audio/image data, and others.

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 & Mngmnt, Fox School, Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

MKTG 9070. Special Topics in Behavioral Marketing. 3 Credit Hours.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by 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 9080. Special Topics in Quantitative Marketing. 3 Credit Hours.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by 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 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.