

# Marketing (MKTG)

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## Courses

### **MKTG 2101. Marketing Management. 3 Credit Hours.**

Explains the role of marketing in the U.S. economy and within the firm, including the interaction of marketing with other business functions, as well as with society. The course introduces students to the concepts, methods, and activities that comprise modern marketing management and provides examples as well as experiences analyzing and addressing marketing issues. Marketing Management focuses on the components of marketing strategy which comprises analyzing what markets and needs the firm will serve; deciding when, where, and how the firm will meet those needs; and understanding why (i.e. a compelling business reason) the firm should implement such a strategy. Includes the study of marketing-mix development issues, such as product development and management; pricing; distribution, logistics and supply-chain management; integrated marketing communications and promotion; plus other decisions involved in this process. Note: Marketing majors must earn a grade of C or better in this course.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Business, Business Plus, Construction Engr Tech, Construction Mgt Tech, Career and Technical Education, Digital Marketing, Economics, Economics - Management Career, Economics, Entrprnrship & Innovation Mgt, Engineering Technology, Entrepreneurship, Finance, Financial Planning, General Business Studies, Horticulture, Human Resource Management, International Business, International Business Admin, Intrnl Bus - TUJ, Law & Business, Legal Studies, Management Information Systems, Marketing, Pre Business, Real Estate, Risk Management and Insurance, Supply Chain Management, Sport & Recreation Management, Statistical Sci + Data Analyt, Tourism and Hospitality Mgmt, Undeclared-Business & Mngt.

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

#### **Pre-requisites:**

ECON 1101|Minimum Grade of C-|May not be taken concurrently  
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

### **MKTG 2511. Marketing for the Sustainable Enterprise. 3 Credit Hours.**

Sustainable marketing extends the boundaries of traditional marketing. This course focuses on how both for-profit and not-for-profit organizations learn to innovate, develop, produce, promote, distribute and reclaim products and services in new ways that reduce waste and pollution and benefit all stakeholders. Within the triple bottom line framework this course applies an experiential learning method to put you to task, applying these concepts to real life situations. In addition to modifications of marketing activities to reduce environmental impact, the course considers marketing's role in corporate social responsibility (including ethical considerations) and social marketing agendas (such as health and community issues). Note: Marketing Majors and Minors can take this course as an upper-level major/minor elective.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Corporate Social Responsibility, Economics, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Human Resource Management, International Business, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Statistical Sci + Data Analyt, Undeclared-Business & Mngt.

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

### **MKTG 2901. Honors Marketing Management. 3 Credit Hours.**

Introduction to the discipline of marketing. The nature of marketing activities in contemporary society and the firm. Study of marketing mix variables and decision processes involved in corporations and public agencies. Concepts from economics, behavioral sciences, and modern systems theory are incorporated. NOTE: Open only to business designated honors students or with special permission. May be used to meet the marketing requirement of the Fox School of Business and Management. A Marketing Major or Minor must earn a C in the course.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Business, Construction Mgt Tech, Career and Technical Education, Digital Marketing, Economics, Economics - Management Career, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Horticulture, Human Resource Management, International Business, International Business Admin, Intrnl Bus - TUJ, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Sport & Recreation Management, Statistical Sci + Data Analyt, Tourism and Hospitality Mgmt, Undeclared-Business & Mngt.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

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

#### **Pre-requisites:**

ECON 1101|Minimum Grade of C-|May not be taken concurrently  
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

**MKTG 3501. Integrated Marketing Communications. 3 Credit Hours.**

Marketing 3501 is an intermediate level undergraduate marketing course which introduces students to the field of advertising by taking an integrated marketing communications (IMC) perspective. While advertising is the major focus of the course, IMC also plays a critical role as the course develops perspectives on the process of advertising, promotions, and media working together as a part of the overall marketing strategy. Topics include setting advertising objectives and budgets, client-agency-media relations, demand stimulation, media selection and evaluation, and the social responsibilities and regulation of advertising at the level of the firm and of the industry. NOTE: Prior to Spring 2009, this course was titled "Advertising."

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Economics, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Human Resource Management, International Business, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Statistical Sci + Data Analyt, Undeclared-Business & Mngt.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C-|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

**MKTG 3502. Information Management for Marketing Strategies. 3 Credit Hours.**

With significant advances in technology, most organizations collect enormous amounts of data, ranging from markets to customers. Managing data on this scale and converting it into knowledge to facilitate decision making presents exciting new challenges. The underlying principles of data management are often similar, whether used in data analytics and business intelligence, enterprise resource planning (ERP), customer relationship management (CRM) or other aspects of marketing. This course aims to facilitate transformation of everyday business activities into a relational database system, from which information can be extracted in a systematic manner. In particular, students will learn how to organize and manage data with emphasis on maintaining data consistency, and minimizing data redundancy. Students will be introduced formally to conceptual modeling and data normalization in relational databases. In the second part, students will learn how to write queries in SQL and Microsoft Access to extract data that is relevant for answering marketing questions and developing marketing strategy. Finally, students will apply each of these skills in developing a database solution for a real-world business problem, using Microsoft Access. Note: Marketing Majors must earn a grade of C or better for this course to count towards the major requirements.

**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.

**Pre-requisites:**

(MKTG 2101|Minimum Grade of C|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
OR MK01 Y|May not be taken concurrently  
OR CRMK01 Y|May not be taken concurrently  
OR CRMK02 Y|May not be taken concurrently)  
AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently  
OR STAT 2903|Minimum Grade of C-|May not be taken concurrently  
OR STAT 2104|Minimum Grade of C-|May not be taken concurrently  
OR (STAT 2101|Minimum Grade of C-|May not be taken concurrently  
AND STAT 2102|Minimum Grade of C-|May not be taken concurrently)  
OR (STAT 2901|Minimum Grade of C-|May not be taken concurrently  
AND STAT 2902|Minimum Grade of C-|May not be taken concurrently)  
OR STAT 2512|Minimum Grade of C-|May not be taken concurrently  
OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)

**MKTG 3504. Sales and Sales Management. 3 Credit Hours.**

This course provides an introduction to the behavioral aspects of personal selling and introduces frameworks for sales management. Course topics include: recruitment, selection, training, motivation, compensation, control and the strategy of matching the sales effort to the sales task. This course not only reflects a more analytical and scientific approach but also presents current and future challenges, opportunities, and proposed solutions to critical sales and sales management issues. Sales and sales management principles learned here can be applied to any industry that employs sales forces of any size.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Economics, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Human Resource Management, International Business, International Business Admin, Intrnl Bus - TUJ, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Statistical Sci + Data Analyt, Undeclared-Business & Mngt.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C-|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

**MKTG 3505. Entrepreneurial Marketing. 3 Credit Hours.**

This course provides aspiring entrepreneurs with an understanding of marketing for new and small enterprises. It addresses marketing strategies particularly relevant for entrepreneurial enterprises, whether in a small company, large company, or non-profit organization. This class is a combination of academic lectures and "real world" activity. Students learn entrepreneurial techniques such as opportunity assessment, proactive marketing, innovative marketing communication, resource management, and value creation with an emphasis on digital marketing techniques. During the course, teams assist these organizations to raise money, build awareness, improve social media, create marketing plans or actually volunteer with the organization.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Economics, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Human Resource Management, International Business, International Business Admin, Intrnl Bus - TUJ, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Statistical Sci + Data Analyt, Undeclared-Business & Mngt.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C-|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

**MKTG 3506. Value Delivery Networks in Marketing. 3 Credit Hours.**

This course provides a critical analysis of Value Delivery Networks (VDN) in marketing. VDN focuses on the role of intermediaries and strategies, as well as how firms use the Internet and other digital platforms to expand markets, service customers, and increase sales. The course explores critical supply chain issues in Marketing Management including inventory management, transportation, procurement, outsourcing, and warehousing issues which occur in marketing management. Marketing majors must earn a grade of C or better for this course to count towards the major requirements.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
OR CRMK01 Y|May not be taken concurrently  
OR CRMK02 Y|May not be taken concurrently.

**MKTG 3507. Direct Marketing. 3 Credit Hours.**

This course introduces student to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fundraising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. The course addresses how direct marketing varies from other forms of marketing and where its practice is most appropriate, as well as the practical challenges firms face as they seek to develop direct marketing programs for direct sale, lead generation or traffic generation using various direct marketing media. Various approaches for stimulating action and the measureability and accountability of direct marketing and its relationship to the total marketing mix are stressed. Marketing majors must earn a grade of C or better for this course to count towards the major requirements.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C|May not be taken concurrently  
 OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
 OR CRMK01 Y|May not be taken concurrently  
 OR CRMK02 Y|May not be taken concurrently.

**MKTG 3508. Digital Marketing. 3 Credit Hours.**

Digital technologies are an integral component of daily life for firms and consumers. Although digital marketing is an important part of business strategy, the dynamic nature of technology and consumer culture raises many strategic and societal challenges. This course examines the theories and concepts underlying the use of information and communication technology by firms and consumers, and challenges students to critique and utilize digital tools, including social media platforms, online reviews, inbound marketing and blogs, paid search, digital and programmatic advertising, search engine optimization, email marketing, mobile marketing and online promotions. The identification of critical success factors and best practices are central to the course, as are digital analytics and other methods for analyzing market effectiveness. The course examines the theory and realities of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Digital Marketing, Economics, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Human Resource Management, International Business, International Business Admin, Intrnl Bus - TUJ, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Statistical Sci + Data Analyt, Undeclared-Business & Mngt.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C-|May not be taken concurrently  
 OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

**MKTG 3509. Customer Data Analytics. 3 Credit Hours.**

This course teaches students how to model customer data to more profitably target the organization's marketing efforts. Includes the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of customer lifetime value and customer relationship management. Particular attention is paid to the interpretation and modeling of quantitative data (e.g., RFM models, decision trees and logistic regression). Students build and develop skills in IBM's SPSS platform. Note: Marketing majors must earn a grade of C or better for this course to count towards the major requirement.

**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.

**Pre-requisites:**

(MKTG 2101|Minimum Grade of C|May not be taken concurrently  
 OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
 OR MK01 Y|May not be taken concurrently  
 OR CRMK01 Y|May not be taken concurrently  
 OR CRMK02 Y|May not be taken concurrently)  
 AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently  
 OR STAT 2903|Minimum Grade of C-|May not be taken concurrently  
 OR STAT 2104|Minimum Grade of C-|May not be taken concurrently  
 OR (STAT 2101|Minimum Grade of C-|May not be taken concurrently  
 AND STAT 2102|Minimum Grade of C-|May not be taken concurrently)  
 OR (STAT 2901|Minimum Grade of C-|May not be taken concurrently  
 AND STAT 2902|Minimum Grade of C-|May not be taken concurrently)  
 OR STAT 2512|Minimum Grade of C-|May not be taken concurrently  
 OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)

**MKTG 3511. Marketing Research. 3 Credit Hours.**

This course covers methods for collecting, analyzing and interpreting data relevant to the marketing decision-making process. The course focuses on structuring marketing problems in terms of specific research questions, understanding primary and secondary sources of marketing research data (including issues in data collection), using specific techniques (including Qualtrics and SPSS) for analyzing marketing research data, and using analyses to make better marketing management decisions. Note: Marketing majors must earn a grade of C or better for this course to be eligible to take the capstone Marketing course 4501.

**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.

**Pre-requisites:**

(MKTG 2101|Minimum Grade of C|May not be taken concurrently  
 OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
 OR MK01 Y|May not be taken concurrently  
 OR CRMK01 Y|May not be taken concurrently  
 OR CRMK02 Y|May not be taken concurrently)  
 AND (STAT 2103|Minimum Grade of C-|May not be taken concurrently  
 OR STAT 2903|Minimum Grade of C-|May not be taken concurrently  
 OR STAT 2104|Minimum Grade of C-|May not be taken concurrently  
 OR (STAT 2101|Minimum Grade of C-|May not be taken concurrently  
 AND STAT 2102|Minimum Grade of C-|May not be taken concurrently)  
 OR (STAT 2901|Minimum Grade of C-|May not be taken concurrently  
 AND STAT 2902|Minimum Grade of C-|May not be taken concurrently)  
 OR STAT 2512|Minimum Grade of C-|May not be taken concurrently  
 OR MATH 3031|Minimum Grade of C-|May not be taken concurrently)

**MKTG 3512. Professional Selling. 3 Credit Hours.**

Professional selling introduces and develops student understanding of and application of professional selling practices and philosophies at an introductory level. The course takes an in-depth look into the professional sales process and its application in a sales career across various industries as well as in daily life. Sales ethics, account relationship management and basic professional networking are also included. Note: A Marketing Major or Minor must earn a C in the course.

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

**Pre-requisites:**

MKTG 2101|Minimum Grade of C|May not be taken concurrently  
 OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
 OR CRMK01 Y|May not be taken concurrently  
 OR CRMK02 Y|May not be taken concurrently.

**MKTG 3553. International Marketing. 3 Credit Hours.**

This course identifies and addresses the challenges of marketing and analysis of the internal marketing system of countries with various types of political-economic structures. The strategic impact of economic, cultural, political, and legal differences on marketing are emphasized while issues of international product, price, promotion, and distribution issues are also considered. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501.

**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.

**Pre-requisites:**

MKTG 2101|Minimum Grade of C|May not be taken concurrently  
 OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
 OR MK01 Y|May not be taken concurrently  
 OR CRMK01 Y|May not be taken concurrently  
 OR CRMK02 Y|May not be taken concurrently.

**MKTG 3580. Special Topics - Marketing. 3 Credit Hours.**

Special topics in current developments in the field of marketing.

**Field of Study Restrictions:** Must be enrolled in one of the following Fields of study: Accounting, Actuarial Science, Business Management, Economics, Economics, Entrprnrship & Innovation Mgt, Entrepreneurship, Finance, Financial Planning, General Business Studies, Human Resource Management, International Business, Law & Business, Legal Studies, Management Information Systems, Marketing, Real Estate, Risk Management and Insurance, Supply Chain Management, Statistical Sci + Data Analyt, Undeclared-Business & Mngt.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**

MKTG 2101|Minimum Grade of C-|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

**MKTG 3581. Marketing Internship/Co-Operative Experience. 3 Credit Hours.**

This course - not offered every semester and only offered at the discretion of the department - is designed for students who have a Marketing Internship or Co-Op Experience which has been reviewed and approved by the department. Note: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511 and MKTG 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Marketing.

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**

(MKTG 3596|Minimum Grade of C|May not be taken concurrently  
OR CRMK06 Y|May not be taken concurrently)  
AND (MKTG 3511|Minimum Grade of C|May be taken concurrently  
OR CRMK04 Y|May not be taken concurrently)

**MKTG 3582. Independent Study. 1 to 6 Credit Hour.**

Readings and/or papers under supervision of a faculty member. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**

(MKTG 2101|Minimum Grade of C|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
OR MK01 Y|May not be taken concurrently  
OR CRMK01 Y|May not be taken concurrently  
OR CRMK02 Y|May not be taken concurrently)  
AND (MKTG 3511|Minimum Grade of C|May not be taken concurrently  
OR CRMK04 Y|May not be taken concurrently)  
AND (MKTG 3596|Minimum Grade of C|May not be taken concurrently  
OR CRMK06 Y|May not be taken concurrently)

**MKTG 3596. Consumer and Buyer Behavior. 3 Credit Hours.**

This course provides a survey and integration of concepts, theories, and frameworks that help explain the behavior of consumers. Topics include: perception, product knowledge and involvement, decision making, learning, conditioning, and social influences such as culture, micro-culture, and social class. The course emphasizes the use of these concepts in developing marketing strategies. NOTE: Marketing Majors must earn a grade of C or better in this course to be eligible to take the capstone Marketing course 4501. Students must earn a grade of C in this course if they are using it to fill the writing intensive course requirement for their degree.

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

**Course Attributes:** WI

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

**Pre-requisites:**

(MKTG 2101|Minimum Grade of C|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
OR MK01 Y|May not be taken concurrently  
OR CRMK01 Y|May not be taken concurrently  
OR CRMK02 Y|May not be taken concurrently)  
AND (BA 2196|Minimum Grade of C-|May be taken concurrently  
OR BA 2996|Minimum Grade of C-|May be taken concurrently)

**MKTG 3682. Independent Study. 1 to 6 Credit Hour.**

Readings and/or papers under supervision of a faculty member. NOTE: Arrangements must be made through the Marketing Department; this course is for Marketing majors only. Students must have completed the Marketing Core (MKTG 3511, 3596) prior to this course. Students must earn a grade of C or better for this course to count towards the major requirements.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**

MKTG 2101|Minimum Grade of C|May not be taken concurrently  
OR MKTG 2901|Minimum Grade of C|May not be taken concurrently  
OR MK01 Y|May not be taken concurrently  
OR CRMK01 Y|May not be taken concurrently  
OR CRMK02 Y|May not be taken concurrently.

**MKTG 3999. Honors Thesis I. 1 to 3 Credit Hour.**

The first of a two-part sequence of courses in which independent research is conducted under the supervision of a thesis advisor from the Marketing department resulting in a substantial piece of original research, roughly 30 to 50 pages in length upon completion of Marketing 4999. The student must publicly present his/her findings at a Temple University Research Forum session or the equivalent during one of the two semesters during which these courses are undertaken.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Marketing.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.

**MKTG 4501. Marketing Strategy. 3 Credit Hours.**

This course provides an opportunity for students to integrate and apply material introduced and reinforced in Marketing and other business courses. This course explores how firms develop and implement marketing strategies to ensure long-term survival and growth. This is an applications course and active student participation is required to demonstrate ability to understand and solve complex marketing problems. NOTE: This is the capstone course for Marketing majors. It is strongly recommended for students in their senior year. As suggested by the curriculum path, students should take MKTG 4501 in their final semester; ideally after (or with) BA 4101 as it makes heavy use of core management strategy theories and tools. This course MAY NOT be taken in the same semester as any Marketing CORE (3509, 3511, 3553, 3596) course.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Marketing.

**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.

**Pre-requisites:**

(MKTG 3596|Minimum Grade of C|May not be taken concurrently  
OR CRMK06 Y|May not be taken concurrently)  
AND (MKTG 3509|Minimum Grade of C|May not be taken concurrently  
OR CRMK03 Y|May not be taken concurrently)  
AND (MKTG 3511|Minimum Grade of C|May not be taken concurrently  
OR CRMK04 Y|May not be taken concurrently)  
AND (MKTG 3553|Minimum Grade of C|May not be taken concurrently  
OR IB 3553|Minimum Grade of C|May not be taken concurrently  
OR CRMK05 Y|May not be taken concurrently  
OR CRIB03 Y|May not be taken concurrently)

**MKTG 4999. Honors Senior Thesis II. 1 to 3 Credit Hour.**

Independent research conducted under the supervision of a thesis advisor from the Marketing Department resulting in a substantial piece of original research, roughly 30 to 50 pages in length. Student must publicly present his/her findings at a Temple University Research Forum session or the equivalent if this was not done in Marketing 3999.

**Field of Study Restrictions:** Must be enrolled in one of the following Majors: Marketing.

**Cohort Restrictions:** Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR.

**Course Attributes:** HO

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:**

MKTG 3999|Minimum Grade of C-|May not be taken concurrently.

**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)  
OR MKTG 5303|Minimum Grade of B-|May not be taken concurrently  
OR MKTG 5403|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 be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May 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 be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (STAT 5001|Minimum Grade of B-|May be taken concurrently  
OR (MIS 5401|Minimum Grade of B-|May be taken concurrently  
AND STAT 5401|Minimum Grade of B-|May be taken concurrently)  
OR (MIS 5301|Minimum Grade of B-|May be taken concurrently  
AND STAT 5301|Minimum Grade of B-|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:**

MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May 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)  
OR MKTG 5303|Minimum Grade of B-|May not be taken concurrently  
OR MKTG 5403|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)  
OR MKTG 5303|Minimum Grade of B-|May not be taken concurrently  
OR MKTG 5403|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 be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|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:**

MKTG 5001|Minimum Grade of B-|May be taken concurrently  
 OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
 AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
 OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
 AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
 OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
 OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5109. Mobile Marketing and Communications. 3 Credit Hours.**

Mobile devices are becoming the main means of communication and have expanded beyond talking, texting, emailing, video streaming/sharing and surfing the web. Mobile now serves as an intimate, transactional and social connector to consumers - making it a highly desirable communication vehicle for marketers. In this course, students develop a strong knowledge of mobile marketing and communications and apply this new knowledge in the development of a mobile marketing communications plan. Marketing and communication strategies/plans are developed with mobile devices in mind first followed by all other communication vehicles i.e. OOH, direct mail, TV, radio, social, search, print, etc.

**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 be taken concurrently  
 OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
 AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
 OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
 AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
 OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
 OR MKTG 5403|Minimum Grade of B-|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.

**Pre-requisites:**

MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5114. Digital and Interactive Marketing Strategy. 3 Credit Hours.**

Digital and interactive technologies have become an integral component of daily life for many firms and consumers. Although digital and interactive marketing is an important part of business strategy, the dynamic nature of technology and consumer culture raises strategic and social challenges. This course examines the theories and concepts underlying the use of information and communication technology by firms and consumers, and challenges students to critique and utilize digital tools and social media, including Twitter, Facebook, online reviews, blogs, paid search, digital advertising, and online promotions in achieving marketing objectives. The course examines the theory of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.

**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 5301|Minimum Grade of B-|May not be taken concurrently  
OR MKTG 5401|Minimum Grade of B-|May not be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May not be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May not be taken concurrently.

**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 5118. Marketing MS Capstone. 3 Credit Hours.**

STAM, R&I and EMM students collaborate on a real-world business challenge in the market place. Each student plays a critical role in developing a comprehensive strategic marketing plan. EMM students will own responsibility for accurate segmentation, targeting, positioning, value generation and financial feasibility for a product or product line. STAM students will assess the effectiveness of the same brand's current advertising and communication strategies while guiding EMM and R&I on research that is actionable. R&I students will guide STAM and EMM on sound research planning, survey development, execution, data analysis and identify strategic outcomes. All three disciplines will work together to finalize a commercial grade marketing strategy and plan of tactics worthy of business management approval. All 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. Success in this course requires playing an active role through a field research project that facilitates knowledge, skill, and competency in developing a company's product line and robust communication strategy and plan for 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 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 be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May 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 be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May 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 be taken concurrently  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|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:**

MKTG 5001|Minimum Grade of B-|May be taken concurrently

OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently

AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)

OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently

AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)

OR MKTG 5303|Minimum Grade of B-|May be taken concurrently

OR MKTG 5403|Minimum Grade of B-|May 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 be taken concurrently

OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently

AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)

OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently

AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)

OR MKTG 5303|Minimum Grade of B-|May be taken concurrently

OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5303. Market Analysis and Strategy. 3 Credit Hours.**

MKTG 5303 is a 3-credit course that provides participants with an opportunity to utilize market research, analysis, and related insights to develop an integrated marketing strategy for an existing company. The course is designed to provide students with an introduction to marketing theory, strategy and practice. During the first part of the course, students learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. Building from their findings and company goals, students then 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 through a combination of readings, lectures, workshops, practice, coaching from industry advisors and professors, and commercial grade market research, strategy formation and planning for a firm.

**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 5403. Market Analysis and Strategy. 3 Credit Hours.**

MKTG 5403 is a 3-credit course that provides participants with an opportunity to utilize market research, analysis, and related insights to develop an integrated marketing strategy for an existing company. The course is designed to provide students with an introduction to marketing theory, strategy and practice. During the first part of the course, students learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. Building from their findings and company goals, students then 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 through a combination of readings, lectures, workshops, practice, coaching from industry advisors and professors, and commercial grade market research, strategy formation and planning for a firm.

**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 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 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 be taken concurrently

OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently

AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)

OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently

AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)

OR MKTG 5303|Minimum Grade of B-|May be taken concurrently

OR MKTG 5403|Minimum Grade of B-|May 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 be repeated for additional credit.

**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 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 5611. Consumer Behavior 1: Thoughtful Decisions. 1.5 Credit Hour.**

This course is part one of a two course mini-sequence examining consumer behavior and strategy. This part of the course focuses upon consumer behavior when decisions are more thoughtful and consequential - the kind of decisions that tend to make people think. Effective management results not from simply memorizing facts and vocabulary, but rather from systematic critical thinking, reasoned application of underlying principles, and strong analyses; this course is designed to encourage all of these skills.

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

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

(MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5612. Consumer Behavior 2: Consumers as non-rational decision makers. 1.5 Credit Hour.**

This course is part two of a two course sequence examining consumer behavior and strategy; this part of the course focuses upon consumer behavior when decisions are less thoughtful and consequential - the kind of decisions that people make every day without thinking very long or hard about them (e.g., what orange juice to buy, what to eat for lunch, what to buy in the grocery store). Effective management results not from simply memorizing facts and vocabulary, but rather from systematic critical thinking, reasoned application of underlying principles, and strong analyses. The course is designed to encourage all of these skills as applied to managerial marketing strategy decisions.

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

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

((MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5611|Minimum Grade of B-|May be taken concurrently)

**MKTG 5613. Customer Data Analytics 1. 1.5 Credit Hour.**

This course introduces students to methods for analyzing data residing in firms' customer databases. It will cover ways to profile customer segments based on their profitability to the firm, estimate individual customer's lifetime value, and demonstrate how this technique has been used in different organizations. The course will also review statistical concepts and introduce the software package SPSS, which is 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.

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

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

(MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5614. Customer Data Analytics 2. 1.5 Credit Hour.**

Building on concepts learned during Customer Analytics 1, students will 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 mailing). Students will acquire skills to construct more advanced models (e.g., logit models, CHAID) to maximize response to marketing campaigns and to compare the effectiveness of alternative models. SPSS software will be utilized.

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

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

((MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5613|Minimum Grade of B-|May be taken concurrently)

**MKTG 5615. Database Management in Marketing 1. 1.5 Credit Hour.**

This course focuses on principles used in managing and maintaining marketing data. It will cover the strategic role played by data, the skills required to manage data by using database management systems, and marketing applications to illustrate the multiple uses of data in databases. It will cover basic modeling, normalization, queries, and database 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: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

(MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5616. Database Management in Marketing 2. 1.5 Credit Hour.**

This course focuses on principles used in managing and maintaining marketing data. It will build on the foundation covered in Database Management in Marketing 1 to cover in-depth conceptual modeling, normalization, queries, and database 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: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

((MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5615|Minimum Grade of B-|May be taken concurrently)

**MKTG 5617. Market Research 1: Foundations of Marketing Research. 1.5 Credit Hour.**

This course presents a managerial perspective of marketing research. It focuses on developing skills for systematic problem analysis and to translate management problems into appropriate market research questions. The course also introduces and discusses primary and secondary sources of marketing research data (including the more recent advances in social media techniques), the questionnaire design, sampling schemes, and basic data analysis.

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

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

(MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5618. Market Research 2: Marketing Intelligence. 1.5 Credit Hour.**

Marketing Intelligence is an advanced level marketing course designed for users of market intelligence in consulting, marketing management, entrepreneurship, and finance to help you avoid drowning in data, become a more sophisticated user by assuming the role of research provider and by providing practice as evaluator of research, and improve your ability to use imperfect information to make decisions. This course is designed as a sequel to MKTG 5617 (Market Research 1: Foundations of Marketing Research). However, it can be taken independently. It will be necessary for students to read and understand the background material though. Students are expected to have a well-rounded background in marketing research including survey design, sampling and measurement tools.

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

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Master of Business Admin, Master of Science.

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

**Pre-requisites:**

((MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5617|Minimum Grade of B-|May be taken concurrently)  
AND (STAT 5001|Minimum Grade of B-|May be taken concurrently  
OR STAT 5301|Minimum Grade of B-|May be taken concurrently  
OR STAT 5401|Minimum Grade of B-|May be taken concurrently)

**MKTG 5621. Integrated Marketing Communications. 1.5 Credit Hour.**

MKTG 5621 provides the graduate student with a strategic framework for understanding integrated marketing communication issues. The course conveys a set of working, functional skills useful in addressing common problems and opportunities in advertising, communications, and promotion management.

**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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5622. Advertising and Account Management. 1.5 Credit Hour.**

This course is designed to introduce students to the activities involved in management and administration of advertising campaign work to ensure communications projects are completed on time and on budget. Advertising Account Managers serve as the link between clients and the agency; they are responsible for the coordination of advertising campaigns and communicating clearly to all those involved. As such, Advertising Account Managers understand the communication goals, needs and objectives and liaise closely with vendors, media, and suppliers throughout campaigns, often on a daily basis.

**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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5623. Direct Marketing 1. 1.5 Credit Hour.**

Marketing is becoming more complex and interconnected with the advent of new technology and media and devices. Although not a "new" phenomena, direct marketing (and by association, Interactive and Multi-Channel marketing) is ideally suited to leverage the dynamic evolution in computer and media technology. When used as a strategic tool, direct marketing represents the most advanced, and most important, components of modern integrated marketing. MKTG 5623 conveys a set of working, functional skills useful in addressing common problems and opportunities in contemporary direct 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:**

MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5624. Direct Marketing 2: Program Design, Deployment and Evaluation. 1.5 Credit Hour.**

When used as a strategic tool, direct marketing represents the most advanced, and most important, components of modern integrated marketing. MKTG 5624 conveys a set of working, functional skills useful in addressing common problems and opportunities in contemporary direct marketing. Students will learn the principles of strategic perspectives in direct marketing and gain an overview of the basic data analysis and tactics for targeting, testing, and measuring direct marketing programs.

**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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5625. Digital Marketing 1: Foundations and Theories. 1.5 Credit Hour.**

Digital technologies have become an integral component of daily life for many firms and consumers. Although digital marketing is an important part of business strategy, the dynamic nature of technology and consumer culture raises many strategic and social challenges. This course examines the theories and concepts underlying the use of information and communication technology by firms and consumers, and challenges students to critique and utilize digital tools and social media, including Twitter, Facebook, online reviews, blogs, paid search, digital advertising, and online promotions. The course examines the theory of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.

**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 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5626. Digital Marketing 2: Program Design and Evaluation. 1.5 Credit Hour.**

Although digital marketing is an important part of business strategy, the dynamic nature of technology and consumer culture raises many strategic and social challenges. This course examines and utilizes digital tools and social media, including Twitter, Facebook, online reviews, blogs, paid search, digital advertising, and online promotions. Evaluation of the critical success factors and best practices are central to the course, as are quantitative methods for analyzing marketing effectiveness. The course examines the realities of digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) markets.

**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 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5625|Minimum Grade of B-|May be taken concurrently)

**MKTG 5635. New Product Development: Strategy and Process. 1.5 Credit Hour.**

This course examines the analytical, decision making, and planning concepts and tools available for innovations in marketing management. Specific decisions to be addressed include: fostering innovation in marketing, the selection of innovation strategies and platforms, introduction to the new product development process, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Students will be given a great deal of flexibility in choosing their particular product development interest(s) and focusing on it during the course. 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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5636. Product and Brand Management. 1.5 Credit Hour.**

This course examines the analytical, decision making, and planning concepts and tools available to brand managers and new product developers. Specific decisions to be addressed include: brand and product policy formulation, the selection of branding strategies, brand and product development, brand measurement, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Students will be given a great deal of flexibility in choosing their own particular product development interest(s) and focusing on it during the course. 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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5637. Marketing and Cross Cultural Problem Solving 1. 1.5 Credit Hour.**

This course provides students with additional skills in understanding the dynamics of problem solving within the contexts of global marketing. It will assist them in handling the rigors of problem-solving in complex, cross-cultural business environments. The course employs a hybrid (in-class and online) approach and will engage students in experiential learning around three distinct areas of theory: Hofstede's Cultural Dimensions, Kirton's Problem Solving, and the Myer-Briggs Temperament Indicator (MBTI). Emphasis will be on enhancing problem solving skills in global marketing situations. We will also explore concepts in classroom and online discussions and case presentations.

**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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5638. Marketing and Cross Cultural Problem Solving 2. 1.5 Credit Hour.**

This course enables graduate students to apply skills learned in Marketing and Cross Cultural Problem Solving 1 by having them analyze and develop case studies based on international marketing situations that include a clear cultural component contributing to business and marketing problems. Students will apply the rigors of problem-solving in complex, cross-cultural business environments. The course employs a hybrid (in-class and online) approach and will engage students in experiential learning around three distinct areas of theory: Hofstede's Cultural Dimensions, Kirton's Problem Solving, and the Myer-Briggs Temperament Indicator (MBTI). Emphasis will be on enhancing problem solving skills in global marketing situations. The course explores concepts in classroom and online discussions and case presentations.

**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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5637|Minimum Grade of B-|May be taken concurrently)

**MKTG 5641. Methods and Tools in Marketing Strategy Decisions. 1.5 Credit Hour.**

This course is the capstone course in marketing emphasizing strategic aspects of decision making in a marketing environment. The course utilizes decision theory and quantitative methods in considering alternatives when formulating strategic plans; case studies are 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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently.

**MKTG 5642. Critical Analysis of Strategic Decisions in Marketing Management. 1.5 Credit Hour.**

Second half of the capstone course in marketing emphasizing strategic aspects of decision making in a marketing environment. Utilizes decision theory and quantitative methods 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 be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5641|Minimum Grade of B-|May be taken concurrently)

**MKTG 5680. Special Topics. 1 to 6 Credit Hour.**

Supervised individual or small group reading, research projects, or experiences based on cutting edge topics in Marketing.

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

**Repeatability:** This course may be repeated for additional credit.

**MKTG 5682. 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.

**MKTG 5690. Special Topics. 1 to 6 Credit Hour.**

Supervised individual or small group reading, research projects, or experiences based on cutting edge topics in Marketing.

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

**Repeatability:** This course may be repeated for additional credit.

**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 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 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 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.