Marketing (MKTG)

Course information contained within the Bulletin is accurate at the time of publication in August 2023 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

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.


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

Pre-requisites: Minimum grade of C- in (ECON 1101, ECON 1901, ECON 1102, or ECON 1902)

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.


Course Attributes: SE, SF, SS

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.


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: Minimum grade of C- in (ECON 1101 or ECON 1901)
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."


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

Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

MKTG 3502. Data Management for Business 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: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (STAT 2103, STAT 2903, STAT 2104, (STAT 2101 and STAT 2102), (STAT 2901 and STAT 2902), STAT 2512, or MATH 3031)

MKTG 3504. Professional Selling 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. NOTE: Prior to Fall 2023, this course was titled "Sales and Sales Management".


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

Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)
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.


Repeatability: This course may not be repeated for additional credits.
Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

MKTG 3506. Retail Management. 3 Credit Hours.
The course involves a study of retailing as a marketing institution from the standpoint of management. Topics covered include the store location, layout and facilities, policy formulation in the areas of procurement and outsourcing, merchandising, warehousing, pricing, inventory planning and controlling, transportation, sales promotion, customer service, and general management problems. Retail Management covers 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. Marketing majors must earn a grade of C or better for this course to count towards the major requirements. NOTE: Prior to Fall 2023, the course title was “Value Delivery Networks in Marketing.”

Repeatability: This course may not be repeated for additional credits.
Pre-requisites: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in CRMK01, or 'Y' in CRMK02)

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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in CRMK01, or 'Y' in CRMK02)

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.


Repeatability: This course may not be repeated for additional credits.
Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)
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: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (STAT 2103, STAT 2903, STAT 2104, (STAT 2101 and STAT 2102), (STAT 2901 and STAT 2902), STAT 2512, or MATH 3031)

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: Minimum grade of C- (except where noted) in (MKTG 2101 (C or higher), MKTG 2901 (C or higher), 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (STAT 2103, STAT 2903, STAT 2104, (STAT 2101 and STAT 2102), (STAT 2901 and STAT 2902), STAT 2512, or MATH 3031)

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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in CRMK01, or 'Y' in CRMK02)

MKTG 3513. Service Marketing. 3 Credit Hours.
This course aims to help students understand the practical implications of the unique characteristics of services and service provision and to develop their skills to cope with the challenges of marketing and managing a service. Building upon, and expanding marketing management concepts and models, this course demonstrates how they apply to the services sector. This course focuses on the distinctive characteristics and problems of marketing in service organizations and for any organization developing and marketing services as part of its business portfolio. It helps students understand why and how services require a distinctive approach to marketing strategy - both in its development and in its execution. This course uses problem solving techniques by examining cases from commercial and not-for-profit organizations such as banking, transportation, hotels, tourism, hospitals, education and professional services such as accountancy, engineering, and management consultancy. This course is appropriate for any student seeking a follow-up course to the basic marketing course, and particularly relevant for those planning in marketing careers with service firms or organizations with a strong commitment to customer service.

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

Pre-requisites: Minimum grade of C in (MKTG 2101 or MKTG 2901)

MKTG 3514. Sustainable Consumer Centric Innovation. 3 Credit Hours.
Sustainable marketing is at the forefront of management in organizations throughout the world and extends the boundaries of traditional marketing with an increased focus on a firm's responsibilities, its impact on society and the environment. This course evaluates the role of marketing in sustainability by examining how firms create value, reduce risk, and build sustainable thinking and processes into marketing activities and strategies. Marketing plays a key role in how an organization responds to opportunities and threats that arise from social, economic and environmental change. In addition to reviewing marketing activities designed to address environmental impact, the course considers the role of marketing in addressing corporate social responsibility (including ethical considerations) and social marketing priorities (such as health and community issues).

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

Pre-requisites: Minimum grade of C in (MKTG 2101 or MKTG 2901)
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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02)

MKTG 3580. Special Topics - Marketing. 3 Credit Hours.
Special topics in current developments in the field of marketing.


Repeatability: This course may be repeated for additional credit.

Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

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: Minimum grade of C in (MKTG 3596 or 'Y' in CRMK06) and (MKTG 3511 (may be taken concurrently) or 'Y' in CRMK04)

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: Minimum grade of C in (MKTG 2101, MKTG 2901, 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02), (MKTG 3511 or 'Y' in CRMK04), and (MKTG 3596 or 'Y' in CRMK06)

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: Minimum grade of C (except where noted) in (MKTG 2101, MKTG 2901, 'Y' in MK01, 'Y' in CRMK01, or 'Y' in CRMK02) and (BA 2196 (C- or higher; may be taken concurrently) or BA 2996 (C- or higher; 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: Minimum grade of C in (MKTG 2101, MKTG 2901, "Y" in MK01, "Y" in CRMK01, or "Y" in CRMK02)

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: Minimum grade of C in (MKTG 3596 or "Y" in CRMK06), (MKTG 3509 or "Y" in CRMK03), and (MKTG 3511 or "Y" in CRMK04)

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: Minimum grade of C- in MKTG 3999.

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

MKTG 5103. Marketing Research: Techniques and Application. 3 Credit Hours.
Basic approaches to planning, collecting, analyzing, and communicating information from the marketplace. Techniques and applications for specific marketing areas.

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

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

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

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

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

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

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

MKTG 5107. Product Management. 3 Credit Hours.
This course examines the analytical, decision making, and planning concepts and tools available to market, product, and brand managers. Specific decisions to be addressed include: product policy, policy formulation, the selection of product market strategies, new product development, product-line modification, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Because of the heavy emphasis on interaction, regular and frequent participation will be expected.

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

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

Pre-requisites: Minimum grade of B- in MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently)
MKTG 5108. Data and Financial Driven Marketing. 3 Credit Hours.
Data and Financial Driven Marketing provides students with an opportunity to analyze data and to recommend business plan implementations of product and commercialization tactics. The class provides a framework for choosing and applying a variety of data and financial analysis driven marketing techniques. The course covers basic methods for determining market level demand, forecasting and pricing models, promotions optimization allocation models, and other elements of ROI/ROMI analysis. The course utilizes CRM and other sources of marketing data base analysis to drive ROI/ROMI forecasts and then uses analyses to discriminate between strategic and tactical alternatives. This course also leverages financial analysis frameworks for customer identification/development, acquisition, satisfaction and retention and for strategy recommendations. Course concepts will be applied to a variety of marketing strategic decisions in both B-2-C and B-2-B situations, including segmentation, targeting, positioning, value proposition determination, new product development, branding, CRM/Loyalty programs and pricing strategies. Note: Prior to fall 2017, the course title was "Data-Driven Marketing."

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

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

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

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

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

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

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

MKTG 5118. Marketing MS Capstone. 3 Credit Hours.
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 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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently)

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

MKTG 5182. Independent Study. 1 to 6 Credit Hour.
Supervised individual reading and research projects.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may be repeated for additional credit.
Pre-requisites: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently)

MKTG 5190. Special Topics in Marketing. 1 to 6 Credit Hour.
Special topics courses analyze emerging issues or specialized content that are not covered in regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may be repeated for additional credit.
Pre-requisites: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently)

MKTG 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: Minimum grade of B- in (MKTG 5001 (may be taken concurrently), (MKTG 5401 (may be taken concurrently) and MKTG 5402 (may be taken concurrently)), (MKTG 5301 (may be taken concurrently) and MKTG 5302 (may be taken concurrently)), MKTG 5303 (may be taken concurrently), or MKTG 5403 (may be taken concurrently)
MKTG 5411. Marketing Management. 3 Credit Hours.
This course is designed to provide the student with the principles of marketing from the perspective of both buyers and sellers at both the macro (societal) and micro (firm) levels of analysis. Initially, we will address the evolution of market systems (macro level) and the role that marketing plays in bridging the gap between the production and consumption sectors of the economy. Subsequently, we will explore how firms (micro level) develop, price, promote and deliver goods and services to buyers and develop an understanding of how buyers acquire, consume and dispose of these goods and services. Everything that relates to a customer is part of the marketing domain, and the growing demands of stakeholders, news media and data analytics are changing the entire marketing landscape. The key to success for any organization (profit or non-profit) is to optimize how they create and deliver value. Marketing management extends far beyond promotion alone. Promotion is only one aspect of what marketing entails. In short, marketing is about enhancing perceived value of the organization and its products and services to increased willingness to pay vs. competitive offerings. Successful marketing management influences a company's desire and ability to enhance value generation, and thus increase perceived value.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

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

MKTG 5602. Quantitative Methods in Marketing. 1.5 to 3 Credit Hour.
This course will emphasize the use and practice of Marketing Metrics: the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of data collection, warehousing technologies, marketing information systems, data mining, and customer relationship management. Particular attention is paid to interpretation of quantitative data (marketing dashboards).

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School.

Repeatability: This course may be repeated for additional credit.

MKTG 5604. Digital Marketing. 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 5617. Advanced Modalities. 3 Credit Hours.**

This is a mandatory three-credit course in our MS degree program in Marketing Research and Analytics. The course will focus on understanding some of the emerging trends in the marketplace. The course will focus on readings and cases from Harvard Business Publishing. This course uses lectures, exercises, and cases. The lecture portion will introduce concepts, decision frameworks and stimulate discussion. The case assignments offer "real world" experience in analyzing problems and making critical decisions in uncertain environments. This course outlines how companies apply the disciplines of marketing including how social listening fits into an organizational structure, and how to properly respond to social media discussions. Uses industry-leading social media analytics platforms, such as Infegy Atlas, to develop social listening queues for analyzing how customers are talking about specific companies and their products or services. Integrates big data and machine learning and builds upon traditional modalities of data collection by delivering an in-depth understanding of the application of mobile and online techniques and tools in marketing research. Focus on creating and fielding a mobile-specific project, and understanding trends and likely future directions in mobile research. Introduction to online research communities and their most impactful use cases in the research and insights space. Using live hands-on projects focuses on the evolution from merely a faster, cheaper sample solution to a strategic platform for managing continuous conversations with hard-to-reach audiences.

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

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

**Pre-requisites:** Minimum grade of B- in MKTG 5001 (may be taken concurrently)

**MKTG 5618. Quantitative Pricing and Revenue Analytics. 3 Credit Hours.**

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

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

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

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

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

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

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

MKTG 9002. Seminar on Behavioral Research in Marketing. 3 Credit Hours.
The major objective of this course is to provide broad coverage of research that has emerged from (largely) psychological approaches to consumer behavior. Among the issues discussed are how people attend to information, how such information is related to prior knowledge, how knowledge guides judgments, how people form attitudes, how people respond to persuasion, how they make decisions, and how emotions affect consumer behavior. The readings cover both classic papers in consumer behavior as well as recent, state-of-the-art research. Thus, you will have a good idea of how the field has developed over the last few decades as well as where it is headed. The emphasis of the course will be on making you strong conceptual thinkers. You will develop critical, analytical, and integrative skills necessary for the conduct of behavioral research. Therefore, it is important for each student to come to class prepared to discuss her/his thoughts about the main ideas, strengths, contributions, and shortcomings of all of the assigned articles.

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

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

MKTG 9003. Sem-Quant Research-Mktg. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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

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

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

Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy.

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

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

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

Repeatability: This course may not be repeated for additional credits.
MKTG 9011. Proseminar in Marketing. 1 to 3 Credit Hour.
The Marketing PhD Pro-seminar provides doctoral students with an opportunity to learn about the range of academic research in marketing, and about marketing academic careers. Through critiques of academic research articles and discussions with other students and multiple faculty members, students will gain insights into research process, and the expectations of the marketing academic community. The course assignments and discussions help to build student research capability, and support student development of a research paper proposal on a topic of the student's choice.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Business Administration.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy.
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School, Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

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

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

Repeatability: This course may be repeated for additional credit.

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

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

Repeatability: This course may be repeated for additional credit.

MKTG 9090. Sem-Sel Topics in Mktg. 1 to 6 Credit Hour.

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

Repeatability: This course may be repeated for additional credit.

MKTG 9183. Directed Study in Marketing. 1 to 6 Credit Hour.
Directed Study in Marketing

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

Repeatability: This course may be repeated for additional credit.