Digital Innovation in Marketing, M.S.

FOX SCHOOL OF BUSINESS AND MANAGEMENT (http://www.fox.temple.edu)

About the Program

The M.S. in Digital Innovation in Marketing degree program is intended to provide graduates with the skills and understanding both of the technologies involved and their application in today’s complex marketing environment. Students learn the fundamentals of marketing, information systems, brand management, data, user design, and social and content marketing, and how the underlying technology supports the digital marketing function in an organization. Graduates are equipped to integrate marketing strategy with the corporate digital infrastructure and maximize the impact on the business strategy. The program provides the skills needed to:

- Become a leader in driving technology-enabled transformation of the marketing function;
- Develop a digital marketing plan;
- Apply the latest digital innovations such as mobile, location-based services, and big data to marketing campaigns;
- Integrate marketing, advertising, sales, and logistics across physical and digital channels; and
- Collect, analyze, and interpret digital marketing data to inform decision making.

Time Limit for Degree Completion: 5 years

Campus Location: Online

Full-Time/Part-Time Status: The degree program is completed on a part-time basis.

Affiliation(s): Research is supported by Fox School of Business and Management's Advanta Center for Research in Financial Institutions, Center for Healthcare Research and Management, Innovation and Entrepreneurship Institute, and Institute of Global Management Studies. Research interests of the Fox School faculty are also supported by numerous centers and institutes throughout Temple University.

Accreditation: All Fox School of Business and Management graduate programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Job Prospects: Graduates of the M.S. in Digital Innovation in Marketing program are prepared for a wide range of careers involving marketing in the digital era.

Non-Matriculated Student Policy: All courses require the student to be matriculated in a program.

Financing Opportunities: Citizens and permanent residents of the United States are considered domestic students and are typically eligible for federal student loans as well as alternative loans through private lenders. The Fox School grants 5% tuition scholarships to alumni who are admitted to the program. Students are encouraged to pursue scholarship funds from organizations to which they belong, such as athletic organizations, clubs, employers, ethnic groups, fraternal organizations, religious organizations, rotary clubs, unions, veteran groups, and the like.

Admission Requirements and Deadlines

Application Deadline:

**Fall:**

- December 15 – Early Decision Deadline
- March 1 – Scholarship Deadline and International Deadline
- June 30 – Final Deadline

**Spring:**

- June 30 – Scholarship Deadline and International Deadline
- November 1 – Final Deadline

Applications are reviewed as they are received and can sometimes be considered after the final deadline.

APPLY ONLINE (http://fox.force.com/SiteLogin) to this Fox graduate program at http://fox.force.com/SiteLogin.

Letters of Reference:

*Number Required: 1*

*From Whom: A professional reference from an immediate supervisor, current or past, is preferred. An academic reference is acceptable.*
**Bachelor's Degree in Discipline/Related Discipline:** A baccalaureate degree is required.

**Statement of Goals:** Describe your future goals in specific terms and how the M.S. will assist you in achieving those goals.

**Standardized Test Scores:***
GRE/GMAT: Required. Scores for the GRE typically fall within the following percentile ranges: 50 to 99 Verbal; 80 to 99 Quantitative.

For applicants whose native language is not English, the TOEFL, IELTS, or PTE Academic exam is required:

TOEFL: 100 iBT or 600 PBT minimum

IELTS: 7.5

PTE Academic: 72 minimum

**Resume:** Current resume required.

**Transfer Credit:** Upper-level graduate credits from an AACSB-accredited graduate business program, but not previously applied to a conferred degree, may be transferred into the M.S. program. The credits must be part of the required degree program at Temple University. To be transferred, the grade must be a “B” or better. The Admissions Committee makes recommendations for transferring credits to the department chair. The maximum number of credits a student may transfer is 6.

**Program Requirements**

**General Program Requirements:**

*Number of Credits Required Beyond the Baccalaureate: 30*

**Required Courses:**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MIS 5001</td>
<td>Information Technology Management</td>
<td>3</td>
</tr>
<tr>
<td>MIS 5101</td>
<td>Business Intelligence</td>
<td>3</td>
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<tr>
<td>MIS 5102</td>
<td>Process Improvement and Innovation</td>
<td>3</td>
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<tr>
<td>MIS 5109</td>
<td>User Interface Design</td>
<td>3</td>
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<tr>
<td>MIS 5603</td>
<td>Social Media Innovation</td>
<td>3</td>
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<td>MKTG 5604</td>
<td>Digital Marketing</td>
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<tr>
<td>MKTG 5605</td>
<td>Digital Innovation in Product Management and Branding</td>
<td>3</td>
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<tr>
<td>MKTG 5606</td>
<td>Digital Innovation in Mobile Marketing and Communication</td>
<td>3</td>
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**Capstone Course**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MIS 5651</td>
<td>Digital Innovation in Marketing Capstone</td>
<td>6</td>
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**Total Credit Hours:** 30

**Culminating Events:**

*Capstone Course:*
All students in the Digital Innovation in Marketing M.S. program participate in a capstone experience. Students work in teams to determine a solution to an opportunity presented by the market. They develop digital tools and strategies to bring their solution to market.

**Contacts**

**Program Web Address:**
https://community.mis.temple.edu/program/ms-digital-innovation-in-marketing/

**Department Information:**

Fox School of Business and Management
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701 Alter Hall (006-22)
Philadelphia, PA 19122
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215-204-5890
215-204-7678
Fax: 215-204-1632

**Submission Address for Application Materials:**
http://fox.force.com/SiteLogin

**Department Contacts:**
*Academic Director:*
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amyl@temple.edu
215-204-3196

*Specialized Master's Programs Coordinator:*
Rachel Carr
Associate Director for Specialized Master's Programs
foxms@temple.edu
215-204-7678

**Management Information Systems Courses**

**MIS 5001. Information Technology Management. 1 to 3 Credit Hour.**
Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

**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.

**MIS 5101. Business Intelligence. 3 Credit Hours.**
Data is a core building block of modern organizations; transforming data into information and knowledge enables firms to compete effectively. In this course, students learn best practices for acquiring, assessing, and analyzing data to solve business problems. Students also learn the technologies that comprise an organization's information infrastructure. Students gain hands-on experience with these concepts through case studies and exercises.

**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.

**MIS 5102. Process Improvement and Innovation. 3 Credit Hours.**
An information system is only valuable to an organization when it enables and supports a useful business process. Students learn to assess, design, and analyze processes that foster innovation. Core concepts include designing effective solutions, identifying metrics for assessment, and communicating plans to management. Students apply these skills through analysis of business problems for actual firms.

**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.

**Pre-requisites:**
MIS 5001|Minimum Grade of B-|May not be taken concurrently
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently.
MIS 5103. Network Architectures for Business. 3 Credit Hours.
This course covers the information architecture of the internet-enabled organization, including the use and development of client server and distributed systems. It provides detailed analysis of networking and telecommunications, including data, voice, image, video, network hardware, and topology. Concepts, models, architectures, and standards for the design, implementation, integration, security, and management of distributed internet- and intranet-enabled systems and networks are discussed. The course provides an understanding of the role of the information architecture and distributed systems on organizational design and management strategy.

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:
MIS 5001|Minimum Grade of B-|May not be taken concurrently
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently.

MIS 5104. Network Centric Applica. 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.

MIS 5105. Emerging Technologies. 3 Credit Hours.
This seminar reviews emerging technologies that will prepare students to effectively leverage new technologies to create business opportunities through innovation. The specific topic of this course varies by semester to accommodate new trends and technologies.

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

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

MIS 5106. Objct Oriented Computing. 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.

MIS 5107. Knowledge Mgmt/Bus Intel. 3 Credit Hours.
This course reviews knowledge management principles and technologies focusing on business applications.

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

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

MIS 5108. Digital Business Strategy. 3 Credit Hours.
Information Technology leadership is a critical function in organizations. This course teaches the skills of effective technology strategists. Students develop the business case for new technology initiatives, evaluate the success of existing initiatives and develop plans for technology-enabled organizational change. Through a series of case study analyses, students develop technological and organizational skills required of IT leaders.

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.

Pre-requisites:
MIS 5001|Minimum Grade of B-|May not be taken concurrently
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently.

MIS 5109. User Interface Design. 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.
MIS 5112. Business Design and Innovation. 3 Credit Hours.
Digital business opportunities are no longer limited to the technology itself; they also include the experiences and ecosystems around them. To succeed in this new economy, today's leaders require a broad set of skills that incorporate creative thinking and innovation. Students will learn the tools and methods of Business Design to address real-world business problems. They will apply design inquiry techniques to craft original solutions to a series of practical scenarios.

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.

MIS 5121. Enterprise Resource Planning Systems. 3 Credit Hours.
This course introduces students to the essential concepts of an ERP. The course looks at how a business' key transactions are executed and accounted for in an ERP. IS and accounting controls to assure confidentiality, integrity and authenticity are examined. Finally, the course looks at how transaction processing data is transformed into data for management analysis and legal entity reporting.

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

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

MIS 5122. Enterprise Architecture for IT Auditors. 3 Credit Hours.
This course surveys the technology concepts and components that are critical for the IT auditor to understand. It uses an enterprise architecture framework to explore issues of business process, business data, applications and the infrastructure that are necessary to run those applications.

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

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

MIS 5123. Business Essentials for IT Audits. 1 to 3 Credit Hour.
This course gives incoming students from technical disciplines the basic business background that they will need throughout the ITACS curriculum. Students will learn how to read basic financial statements, the components that make up a business model, how applications support both revenue generation and operations, and the role of a control environment. Topics include the income statement, balance sheet, cash flow statement, business model, value proposition, market segmentation, the sales process, business processes and controls.

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

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

MIS 5161. Inf Sys Applications-Org. 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.

MIS 5162. Database Mgt Sys & Model. 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.

MIS 5163. Sys Anal/Rapid App 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.

MIS 5164. Inf Tech Prin-Network-BS. 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.

MIS 5170. Special Topics. 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.

MIS 5178. Inf Architect & Network. 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.
MIS 5179. Inf Systems Mgt & Proces. 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.

MIS 5182. 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.

MIS 5190. Special Topics in MIS. 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.

MIS 5201. IT Audit Process. 3 Credit Hours.
This course introduces students to the essential concepts of IT auditing. Students will learn standards and guidelines for performing an IT audit. Topics will include concepts of internal controls. Students will learn to plan and manage an audit as well as how to report on evidence collected during the audit.

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.

MIS 5202. IT Governance. 3 Credit Hours.
Understanding how IT organizations are structured and managed is essential to effective IT auditing. In this course students will learn how IT organizations are managed and the issues which make IT management so challenging. Students will learn how strategic planning is performed within IT organizations. A number of tools, techniques, and frameworks such as COBIT will be discussed which will help make the auditor effective in this environment.

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.

MIS 5203. Systems and Infrastructure Lifecycle Management 1. 3 Credit Hours.
Examines how an organization builds an enterprise architecture within an environment of internal control. Topics cover include information system planning, management and usage, the development, acquisition and maintenance of these technologies and their impact on the organization's business processes.

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.

MIS 5204. Systems and Infrastructure Lifecycle Management 2. 3 Credit Hours.
A closer examination of the controls needed during software development and the external acquisition of systems as well as the concept of application controls and how they are used.

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.

Pre-requisites:
MIS 5203|Minimum Grade of B-|May not be taken concurrently.
MIS 5205. IT Service Delivery and Support. 3 Credit Hours.
Learn how the operational aspects of an IT organization deliver on the value proposition of the organization. Learn about the technical infrastructure and how this infrastructure provides a reliable and secure platform for applications. Learn about service center management and how these teams are utilized to deliver value to the organization.

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.

MIS 5206. Protection of Information Assets. 3 Credit Hours.
Information is an organization's most precious asset. Inadvertent disclosure of sensitive information can have significant operational and financial impact on the organization. Loss of information or access to it can also have serious adverse impacts on the organization. In this course students learn the importance of managing the information assets of the organization including logical IT security, physical, and environmental security. Disaster recovery and mitigating risk through insurance are also discussed.

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.

MIS 5208. Data Analytics for IT Auditors. 3 Credit Hours.
MIS 5208 examines the emerging approach of continuous-audit. This approach relies heavily on data analytics to examine datasets produced by audit and security controls (for instance, network log files). Basic data analysis concepts are presented and then applied to security or audit problems. Audit specific tools like ACL will be used in addition to general tools like Excel.

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

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

MIS 5209. Securing Digital Infrastructure. 3 Credit Hours.
This course examines issues related to securing the components of a company’s infrastructure. It reviews network, firewall, and basic operating system security issues. It presents the material theoretically and practically through many in class and homework exercises.

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

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

MIS 5211. Ethical Hacking. 3 Credit Hours.
This course introduces students to the hacking strategies and tactics used by ethical or “White Hat” hackers. Methods of vulnerability exploitation to be used primarily in the process of Security Penetration will be explored in theory and in hands on exercises. The course will require simple programming using Open Source scripting languages and hacking tool kits. For that reason some knowledge of and experience with computer programming is required.

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.

MIS 5212. Penetration Testing. 3 Credit Hours.
This course introduces students to Penetration Testing. Methods of vulnerability assessment and exploitation are examined as a means of identifying areas requiring improved security and recommended changes. The ethical, business governance and legal implications of penetration testing are examined. Specific techniques are examined in detail with the intent of giving the students a practical understanding of how Penetration Tests are conducted and laboratory-based experience in their actual conduct.

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.
MIS 5213. Intrusion Detection & Response. 3 Credit Hours.
While all businesses work to be as secure as possible, it is agreed that no organization can be completely secure. Preventing attacks, quickly identifying successful attacks, detecting advanced persistent threats and monitoring systems activity in order to deter intrusions can result in significant business benefit. This course examines the variety of tools and techniques used to do this work.

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.

MIS 5214. Security Architecture. 3 Credit Hours.
Examines the methodology by which an organization aligns its business strategy with its security operations. Both the current and desired future states of the business’ security efforts are described so that resources can be directed to the security efforts most needed to support the business.

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.

MIS 5215. Operation System Security. 3 Credit Hours.
This course introduces students to operating system security and tools to secure and audit an organization's computer operating systems. Methods of securing operating systems will be explored in theory and through hands on exercises. The course will teach students programming techniques and how to use specific operating system and Open Source scripting languages. Knowledge of and experience with introductory computer programming is required, as is demonstrated ability to use operating systems and navigate file systems in Microsoft Windows and/or Linux is required. In this course, we will focus on securing operating systems. The first part of the course will focus on processes used to secure the MS Windows operating system. The second part of the course will apply those same techniques to the Linux operating system. The course will discuss techniques and tools used to help reduce weaknesses in default installations/configurations of different operating systems.

Department Restrictions: Must be enrolled in one of the following Departments: Business:Management Inform Sys.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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

MIS 5216. Organizational Forensics. 3 Credit Hours.
The focus of the course is on helping students gain a broad understanding of the field of study and how technology and law interact to form forensic science. Students will learn how computer forensics techniques are used to investigate digital data to gather evidence relating to criminal or other legal incidents and events. This course helps students understand how to find vulnerabilities, discover intrusions and respond to computer incidents. Students will learn how attackers undermine and exploit systems so they can help prepare an organization to detect and respond to them. Legal issues involved in responding to computer attack are explored, including employee monitoring, working with law enforcement and handling evidence. Students will learn how to prepare to handle incidents, and participate in the process of incident identification, containment, eradication, recovery and lessons learned.

Department Restrictions: Must be enrolled in one of the following Departments: Business:Management Inform Sys.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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

MIS 5282. Independent Study. 1 to 3 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:
MIS 5001|Minimum Grade of B-|May not be taken concurrently.

MIS 5287. Business Skills for ITACS Professionals. 3 Credit Hours.
In this course students practice a variety of business skills that are necessary to be effective as an IT auditor. These skills include managerial communications and public speaking skills, interviewing skills, negotiation and personal selling skills, business writing, industrial psychology/behavioral science skills, project/time management and team building skills. The course is delivered through a series of workshops and simulations and include observations of business practices at host IT companies.

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.
MIS 5301. Data Analytics for Management. 1.5 Credit Hour.
Organizations rely on data to make effective decisions, and managers must create a data-driven mindset that uses analytics to drive strategy. In this course, students learn how data is used to support organizational decision-making and solve business problems. Students learn the tools and techniques organizations use to assess, prepare, and analyze data. Students gain hands-on experience through case studies and exercises that require the use of a wide range of data and analytic skills, including statistics. The course includes a data analytics contest involving the analysis, interpretation and reasoning from data provided by corporate and nonprofit partners.

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.

Pre-requisites:
STAT 5301|Minimum Grade of B-|May be taken concurrently.

MIS 5302. Managing Technology & Systems. 1.5 Credit Hour.
Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will map systems and processes and propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

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.

MIS 5303. Design Inquiry and Research. .5 to 1.5 Credit Hours.
This course forms a foundation of approaches, skills and working methods to be applied throughout the MBA experience. This material is less about a distinct subject and more about a new perspective to effectively meet the business challenges of a rapidly changing, technologically driven global world. The course introduces the concept of Business Design, a holistic approach to management that combines the analytical strengths of traditional business education with the qualitative research, idea generation and the ability to synthesize information from design education. It is a balance of quantitative and qualitative thinking. Design Inquiry is a question-based framework to structure this problem solving process to create innovative solutions that are user-centered, socially, culturally and functionally meaningful and economically sustainable. The challenge associated with this course will be an enterprise risk assessment featuring a specific company and including interviews, tours and other primary (as well as secondary) data gathering principles and processes.

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.

MIS 5401. Data Analytics for Management. 1.5 Credit Hour.
Organizations rely on data to make effective decisions, and managers must create a data-driven mindset that uses analytics to drive strategy. In this course, students learn how data is used to support organizational decision-making and solve business problems. Students learn the tools and techniques organizations use to assess, prepare, and analyze data. Students gain hands-on experience through case studies and exercises that require the use of a wide range of data and analytic skills, including statistics. The course includes a data analytics contest involving the analysis, interpretation and reasoning from data provided by corporate and nonprofit partners.

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.

Pre-requisites:
STAT 5001|Minimum Grade of B-|May not be taken concurrently
OR STAT 5401|Minimum Grade of B-|May be taken concurrently.

MIS 5402. Managing Technology & Systems. 1.5 Credit Hour.
Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will map systems and processes and propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

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.
MIS 5403. Design Inquiry and Research. .5 to 1.5 Credit Hours.
This course forms a foundation of approaches, skills and working methods to be applied throughout the MBA experience. This material is less about a distinct subject and more about a new perspective to effectively meet the business challenges of a rapidly changing, technologically driven global world. The course introduces the concept of Business Design, a holistic approach to management that combines the analytical strengths of traditional business education with the qualitative research, idea generation and the ability to synthesize information from design education. It is a balance of quantitative and qualitative thinking. Design Inquiry is a question-based framework to structure this problem solving process to create innovative solutions that are user-centered, socially, culturally and functionally meaningful and economically sustainable. The challenge associated with this course will be an enterprise risk assessment featuring a specific company and including interviews, tours and other primary (as well as secondary) data gathering principles and processes.

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.

MIS 5601. Database Analytics. 1.5 to 3 Credit Hour.
This course provides a foundation for, and practice in, designing database systems and analyzing business data to enhance firm competitiveness. Concepts introduced in this course aim to develop an understanding of the different types of business data, various analytical approaches, and application of these approaches to solve business problems. Students will have hands-on experience with current, cutting-edge tools such as MySQL and SAS Enterprise Miner.

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.

MIS 5602. Applied Predictive Analytics. 1.5 to 3 Credit Hour.
Students will learn how to select relevant variables for analysis, apply the appropriate analytic technique, and interpret the practical implications of the results. Topics also include unstructured “big” data, sentiment analysis, and articulating results to a business audience. Students will have hands-on experience with current, cutting-edge tools such as SAS Enterprise Miner. This course will cover advanced topics needed to resolve more complicated business problems including but not limited to data cleansing and reporting. The foundation, set in MIS 5101, will be strengthened and expanded with more concepts and applications appropriate for solving more challenging business problems and effectively communicating and presenting the output needed to resolve the problem.

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.

MIS 5603. Social Media Innovation. 1.5 to 3 Credit Hour.
This course prepares students to strategically deploy social media solutions to support enterprise innovation. It covers key concepts and principles related to new business models supported by innovative use of Web 2.0 and social media. Through a combination of readings, discussions, presentations, and hands-on projects, we examine (i) the organizational use of key media technologies such as photo and website editing, blogs, web analytics, and search engine optimization, (ii) the business models underlying successful innovative new media organizations including Wikipedia, Craigslist, YouTube, and Facebook, and (iii) the role of centralized, decentralized, and crowdsourced information resources in online media innovation.

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.

MIS 5651. Digital Innovation in Marketing Capstone. 6 Credit Hours.
In this course students are given the opportunity to demonstrate the capabilities they have developed in other portions of the program. This course makes extensive use of case studies and role playing exercises, and/or real world projects. The objective of this course is to expose students to each of the domains covered in the curriculum. Sample contexts for these case studies/projects will be designing and measuring the efficacy of a web marketing strategy across multiple channels, evaluating the suitability for a new digital marketing technology such as mobile apps, portfolio management of digital marketing assets such as mobile apps, websites, social media and others. This is a cohort based program, the first enrollment must be for 6 credits.

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.
MIS 5801. Managing Information. 2 to 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.

MIS 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.

MIS 5890. Special Topics. 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.

MIS 5901. Capstone in Information Technology. 3 Credit Hours.
Open only to M.S. in MIS students who must have completed all 4 core courses and 2 electives. For this capstone experience, students select a topic in their area of interest and write a research paper or implement an information system.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

MIS 5902. IT Auditing Capstone. 3 Credit Hours.
In this course students are given the opportunity to demonstrate the capabilities they have developed in other portions of the program. This course makes extensive use of case studies and role playing exercises. Students will explore a comprehensive case study which exposes them to each of the domains covered in the curriculum.
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.

MIS 5903. Cyber Security Capstone. 3 Credit Hours.
This is the final course in the ITACS cyber security track. The course has two purposes. First, it reviews all of the topics covered in earlier courses and further prepares the students for the SSCP exam. Second, it requires students to integrate what they have learned and research an emerging topic in the field of IT assurance.
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.

MIS 9001. Qual & Interpret Meth-IS. 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.

MIS 9002. Inf Sys Found & Theory. 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.

MIS 9003. Foundations of Electronic Commerce Research. 3 Credit Hours.
This course offers an overview of electronic commerce research in the domain of Information Systems (IS). An impressive body of work on electronic commerce has developed over the last two decades in IS research, and this course aims at reviewing and integrating this large body of research toward identifying gaps in the literature and proposing new opportunities for research that students can pursue as part of independent research projects. This course overviews the electronic commerce literature in IS research under a framework based on the main entities involved in electronic commerce - businesses and consumers that interact with the aid of Internet technologies, resulting in three broad research areas - (1) Business to Consumer (B2C), (2) Consumer to Consumer (C2C), and (3) Business to Business (B2B). These three broad research areas are further categorized into sixteen specialized topics and sub-areas, which help summarize the literature and integrate the body of work.
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.
Repeatability: This course may not be repeated for additional credits.
MIS 9004. Adv Research Methods-IS. 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.

MIS 9011. Proseminar in Management Information Systems. 1 to 3 Credit Hour.
This course is required for all first year PhD in Business Administration - MIS students. It offers an overview of electronic commerce research in the domain of Information Systems (IS) under a framework based on the main entities involved in electronic commerce - businesses and consumers that interact with the aid of Internet technologies, resulting in three broad research areas - (1) Business to Consumer (B2C), (2) Consumer to Consumer (C2C), and (3) Business to Business (B2B). These three broad research areas are further categorized into sixteen specialized topics and sub-areas, which help summarize the literature and integrate the body of work. An impressive body of work on electronic commerce has developed over the last two decades in IS research, and this course aims at reviewing and integrating this large body of research toward identifying gaps in the literature and proposing new opportunities for research that students can pursue as part of independent research projects.

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.

MIS 9090. Contemp Topics & Res-IS. 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.

MIS 9183. Directed Study in MIS. 3 Credit Hours.
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.
Repeatability: This course may be repeated for additional credit.

Marketing Courses

MKTG 5001. Marketing Management/Strategy. 3 Credit Hours.
This course is designed to provide students with an understanding of how firms develop marketing strategies to create and manage the creation of meaningful offers that are valued by consumers for the purpose of developing and maintaining customer relationships. Initially, we will address the evolution of market systems at the macroeconomic level and the role that marketing plays in bridging the gap between the production and consumption sectors of the economy. Subsequently, we will explore how firms develop strategies to create customer value through product management, pricing, marketing channels, supply chain management, customer relationship management and communications directed to buyers and also develop an understanding of how buyers acquire, consume and dispose of these goods and services.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

MKTG 5101. Consumer and Buyer Behavior. 3 Credit Hours.
Use of concepts from the behavioral sciences for identifying market segments, predicting customer response to alternative marketing strategies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.
Repeatability: This course may not be repeated for additional credits.

Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently)
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 C|May not be taken concurrently
- OR MKTG 5301|Minimum Grade of C|May not be taken concurrently
- OR MKTG 5401|Minimum Grade of C|May not be taken concurrently
- OR MKTG 5303|Minimum Grade of C|May not be taken concurrently
- OR MKTG 5403|Minimum Grade of C|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. EMM Capstone. 3 Credit Hours.
MKTG 5118 emphasizes skills and experiences in analyzing a business' situation, customer-buying behavior 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 and management, set prices in a variety of situations, deal with a variety of distribution and channel issues, and understand promotion strategies. Marketing Strategy provides executive leadership practice and viewpoint of integrated marketing concepts, including: market analysis, segmentation, targeting, and positioning, and the 4Ps (product, price, promotion, and place). Students learn to apply team leadership practices, and 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. For this course, 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. There is a heavy focus on the group assessment (deliverables) in the course, but also opportunity for individual students to get feedback and development insights.

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 5301. Market Analysis & Management. 1.5 Credit Hour.
This course is designed to provide students with an introduction to marketing theory, strategies and practice. Through this course students will learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.

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

**Co-requisites:** MKTG 5302.

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

**Pre-requisites:**
(STAT 5301|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5301|Minimum Grade of B-|May not be taken concurrently)

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

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

**Co-requisites:** MKTG 5301.

**Repeatability:** This course may not be repeated for additional credits.
MKTG 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 5401. Market Analysis & Management. 1.5 Credit Hour.
This course is designed to provide students with an introduction to marketing theory, strategies and practice. Through this course students will learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.

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

Co-requisites: MKTG 5402.

Pre-requisites:
(STAT 5301|Minimum Grade of B-|May not be taken concurrently
OR STAT 5401|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5301|Minimum Grade of B-|May not be taken concurrently
OR MIS 5401|Minimum Grade of B-|May not be taken concurrently)

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

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

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

Co-requisites: MKTG 5401.

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

MKTG 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 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 emphasizes the use and practice of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fund raising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. The course covers how firms develop direct marketing programs for purposes of direct sale, lead generation or traffic generation using various direct marketing media such as: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, Internet, inserts, videos, e-mail and trade shows. Various approaches for stimulating action and the measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.

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

Repeatability: This course may be repeated for additional credit.
MKTG 5605. Digital Innovation in Product Management and Branding. 1.5 to 3 Credit Hour.
In this course we review concepts and principles related to building and maintaining a brand in the digital environment. Topics include developing a strategy for your brand, the content to support that strategy and then how to communicate that content. How do you manage your products and brand over time and what analytics are used to keep your strategy on-track. Finally, global and legal implications are considered.

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

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

MKTG 5606. Digital Innovation in Mobile Marketing and Communication. 1.5 to 3 Credit Hour.
In this course students will learn how to develop a mobile marketing strategy with the target audience in mind as well as how to effectively integrate that mobile marketing as a part of their overall brand and business strategy. They will then learn to convert that strategy into an effective campaign using the appropriate mobile tools. Lastly, they will learn how to track and measure the effectiveness of that campaign.

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

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

MKTG 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
AND (MKTG 5617|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 rigor 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 & Mngmmt, 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.