

# Strategic Advertising and Marketing, M.S.

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FOX SCHOOL OF BUSINESS AND MANAGEMENT (<https://www.fox.temple.edu>)

Learn more about the Master of Science in Strategic Advertising and Marketing (<https://www.temple.edu/academics/degree-programs/strategic-advertising-and-marketing-ms-bu-stam-ms>).

## About the Program

The M.S. in Strategic Advertising and Marketing combines global leadership insights from the Fox School of Business and Management with the storytelling expertise of Temple University's Lew Klein College of Media and Communication. Designed for professionals working in industry, the part-time curriculum balances theory with practical, hands-on application that is relevant for the rapidly evolving media environment. Students gain hands-on experience in crafting multi-platform media plans, proposing market research strategies, creating data visualizations, and analyzing performance metrics. Ultimately, they become skilled in bridging the gap between marketing and advertising. Students who complete the degree can:

- understand and apply the 4P's of marketing;
- develop a marketing plan for an organization;
- evaluate consumer behavior and link it to marketing strategy; and
- apply strategic marketing concepts, integrating data analysis, consumer behavior, and other theories to make decisions.

**Time Limit for Degree Completion:** 6 years

**Campus Location:** Center City, Main

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

**Affiliation(s):** Research is supported by Fox School of Business and Management's Center for Data Analytics, Center for Data Science, Center for Statistical Analysis, and numerous grants from government and industry.

**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:** Students in the M.S. in Strategic Advertising and Marketing program receive career counseling and placement services provided by the Fox Center for Student Professional Development. Graduates are prepared for the following roles:

- Director of Advertising and Data Analytics, Marketing Analytics, or Mobile Strategy
- Interactive Account Director, Brand Strategist, Content Producer, Marketing Manager/Strategist, or Marketing Specialist
- Lead Generation or SEO Specialist
- Manager of Integrated Marketing, Mobile Advertising Accounts, SEO Accounts, Social Media, or Strategic Planning
- Marketing Research Analyst
- New Media Planner/Buyer
- Paid Search Specialist
- Product Manager
- User Experience Strategist

**Non-Matriculated Student Policy:** Students with an undergraduate GPA of 3.25 or higher may be allowed to take classes under non-matriculated status. Non-matriculated students may take a maximum of 9 credits. Any additional courses require the student to be matriculated in a program, to pursue the certificate, or to enroll in the 4+1 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. Scholarship funds are limited and available based on merit.

Employment opportunities on campus are limited. Many students find opportunities for work off campus. Note that international students must follow visa requirements.

## Admission Requirements and Deadlines

**Application Deadline:**

*Fall:*

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

*Spring:*

- August 1 – Early Decision Deadline
- November 1 – Final Deadline

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

APPLY ONLINE (<https://fox.secure.force.com/SiteLogin>) to this Fox graduate program at <https://fox.force.com/SiteLogin>.

**Letters of Reference:**

*Number Required: 2*

*From Whom:* Professional references from an immediate supervisor, current or past, are preferred. Academic references are acceptable.

**Bachelor's Degree in Discipline/Related Discipline:** A baccalaureate degree is required.

**Statement of Goals:** In 500 words or less, describe your goals and motivations for pursuing the master's degree in Strategic Advertising and Marketing.

**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.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 100
- IELTS Academic: 7.0
- PTE Academic: 68

**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:*

Code	Title	Credit Hours
ADV 5501	Advertising Research and Strategy	3
ADV 5502	Media Planning and Analysis	3
ADV 5503	Persuasion and the Marketplace	3
ADV 5504	Visual Communication and Branding	3
ADV 5505	User Experience Design and Strategy	3
MKTG 5001	Marketing Management/Strategy	3
MKTG 5101	Consumer and Buyer Behavior	3
MKTG 5104	Marketing Strategy	3
MKTG 5118	EMM Capstone	3
STAT 5602	Visualization: The Art of Numbers and the Psychology of Persuasion	3
Total Credit Hours		30

**Culminating Events:**

*Capstone Experience:*

Through MKTG 5118, the capstone course, students collaborate on a real-world business challenge in the marketplace. Each student plays a critical role in developing a comprehensive strategic marketing plan. Collaboratively, students own responsibility for accurate segmentation, targeting, positioning, value generation, and feasibility for a brand company, product, or product line. Students in the Strategic Advertising and Marketing (STAM) program assess the effectiveness of the brand's current advertising and communication strategies while guiding students in the Marketing Research and Insight (R&I) concentration of the Marketing M.S. program on research objectives that are actionable. In turn, R&I students guide STAM students on sound research planning, survey development, execution, and data analysis while identifying strategic outcomes. All students work together to finalize a commercial-grade marketing strategy and plan of tactics worthy of business management approval. All students learn to apply team leadership practices while developing a strategic marketing plan and gaining hands-on experience that can help accelerate a career in their respective fields. Success in this course requires playing an active role through a field research project that facilitates knowledge, skill, and competency in developing a company's product line and robust communication strategy and plan for implementation.

## Contacts

### Program Web Address:

<https://www.temple.edu/academics/degree-programs/strategic-advertising-and-marketing-ms-bu-stam-ms>

### Department Information:

Fox School of Business and Management  
1801 Liacouras Walk  
701 Alter Hall (006-22)  
Philadelphia, PA 19122  
foxinfo@temple.edu  
215-204-5890  
215-204-7678  
Fax: 215-204-1632

### Submission Address for Application Materials:

<https://fox.secure.force.com/SiteLogin/>

### Department Contacts:

*Program Coordinator:*

Jennifer Sundstrom-Fitzgerald  
jen.fitzgerald@temple.edu  
215-204-9142

*Director of Graduate Programs:*

Eric Eisenstein  
Marketing Research and Insight Coordinator  
eric.eisenstein@temple.edu  
215-204-7039

*Specialized Master's Programs Coordinator:*

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

## Advertising Courses

### ADV 5501. Advertising Research and Strategy. 3 Credit Hours.

This course provides an overview of the process for developing and evaluating advertising strategy that is grounded in theoretical principles and supported by research. In particular, the course examines concepts and techniques that are useful for identifying consumer insights and social trends affecting communication strategy in the developmental phase and then measuring the effectiveness of those strategies in the evaluative stage. The course will review best practices in both qualitative and quantitative research techniques including attention to ethical considerations that are fundamental to consumer research. The aim of this course is to provide students with a better understanding of the role of theoretical principals and research in campaign development and evaluation while familiarizing students with the types and methods of research that are used in advertising practice.

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

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

**ADV 5502. Media Planning and Analysis. 3 Credit Hours.**

The focus of this course will be on the art and science of crafting a paid presence for large budget brands competing in today's complex media environment. Students explore the conceptual foundations of media planning with an eye towards effectively engaging a target audience, which has more control over media consumption than any prior generation. Coursework will explore how shifts from mass media to personalized content affect the opportunity to place branded messages and how socially active audiences can magnify a message for better or worse through their own personal networks. In-class discussion will explore the future of paid media placement, audience tolerances for ad-supported content and the economic implications of a shift from ad-supported to "free" content.

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

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

**ADV 5503. Persuasion and the Marketplace. 3 Credit Hours.**

This course explores the strategic use of communication to facilitate change. Theoretical frameworks will be taught and their applications explored. Discussion topics include behavior and attitude change in the contexts of health, social, and consumer behaviors. We will focus on moral and ethical issues in the marketplace as they relate to the fundamentals of persuasion theories. Additional topics for in-class discussion will focus on the moral and legal implications of advertising language, disclosure and transparency in a socially connected world. By the end of the course students will propose a strategic plan that utilizes persuasive theory to change the health, social, or consumer behavior of a hard to reach audience.

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

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

**ADV 5504. Visual Communication and Branding. 3 Credit Hours.**

"Visual branding" isn't just a buzz-phrase; it's a crucial part of every company's marketing strategy. Brand identity fuels recognition, increases differentiation, and symbolizes core values. Identity expresses itself in visual systems that shape audience perception. The course will examine how the disciplined process of branding can build awareness and extend loyalty in an audience.

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

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

**ADV 5505. User Experience Design and Strategy. 3 Credit Hours.**

User Experience Design and Strategy are practices that, when conducted empirically, will help ensure a successful digital experience. UX Design and Strategy seeks continuous customer feedback and validation that the brand or campaign is addressing customers' needs. This course is a combination of contemporary methodologies culled from several disciplines including user research, product design, and business strategy. Topics will include: competitive analysis and identification of marketplace opportunities, value innovation, rapid prototyping, customer discovery, and designing for conversion using metrics. By the conclusion of the course, each student should be equipped with a strategic method to quickly and effectively launch a product or service online. This course introduces the latest techniques for conducting user research, creating personas, and refining and optimizing particular user experiences. Topics include conducting user research, developing user personas and scenarios, information architecture, system and user interface design, prototype creation, and usability testing and analysis. Students develop and present a single comprehensive project for their portfolio that includes usability research and a working prototype.

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

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

**ADV 9082. Directed Projects. 1 to 8 Credit Hour.**

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

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

**ADV 9083. Directed Readings. 1 to 4 Credit Hour.**

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

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

MKTG 5303 is a 3-credit course that provides participants with an opportunity to utilize market research, analysis, and related insights to develop an integrated marketing strategy for an existing company. The course is designed to provide students with an introduction to marketing theory, strategy and practice. During the first part of the course, students learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. Building from their findings and company goals, students then set clear marketing objectives; integrate marketing strategy components to achieve those objectives; develop a branding, messaging, and promotional plan; set a marketing strategy budget; and establish metrics to monitor the performance of a marketing strategy - all within the context of a rapidly evolving interactive, digital landscape. These objectives are accomplished through a combination of readings, lectures, workshops, practice, coaching from industry advisors and professors, and commercial grade market research, strategy formation and planning for a firm.

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

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

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

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

MKTG 5403 is a 3-credit course that provides participants with an opportunity to utilize market research, analysis, and related insights to develop an integrated marketing strategy for an existing company. The course is designed to provide students with an introduction to marketing theory, strategy and practice. During the first part of the course, students learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. Building from their findings and company goals, students then set clear marketing objectives; integrate marketing strategy components to achieve those objectives; develop a branding, messaging, and promotional plan; set a marketing strategy budget; and establish metrics to monitor the performance of a marketing strategy - all within the context of a rapidly evolving interactive, digital landscape. These objectives are accomplished through a combination of readings, lectures, workshops, practice, coaching from industry advisors and professors, and commercial grade market research, strategy formation and planning for a firm.

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

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

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

**MKTG 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.

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

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

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

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

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

**Pre-requisites:**

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



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

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

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

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

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

This course examines the analytical, decision making, and planning concepts and tools available for innovations in marketing management. Specific decisions to be addressed include: fostering innovation in marketing, the selection of innovation strategies and platforms, introduction to the new product development process, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Students will be given a great deal of flexibility in choosing their particular product development interest(s) and focusing on it during the course. Because of the heavy emphasis on interaction, regular and frequent participation will be expected.

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

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

**Pre-requisites:**

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

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

This course examines the analytical, decision making, and planning concepts and tools available to brand managers and new product developers. Specific decisions to be addressed include: brand and product policy formulation, the selection of branding strategies, brand and product development, brand measurement, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Students will be given a great deal of flexibility in choosing their own particular product development interest(s) and focusing on it during the course. Because of the heavy emphasis on interaction, regular and frequent participation will be expected.

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

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

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

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

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

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

**Pre-requisites:**

(MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5637|Minimum Grade of B-|May be taken concurrently)

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

This course is the capstone course in marketing emphasizing strategic aspects of decision making in a marketing environment. The course utilizes decision theory and quantitative methods in considering alternatives when formulating strategic plans; case studies are used.

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

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

**Pre-requisites:**

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

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

Second half of the capstone course in marketing emphasizing strategic aspects of decision making in a marketing environment. Utilizes decision theory and quantitative methods in considering alternatives when formulating strategic plans. Case studies used.

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

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

**Pre-requisites:**

(MKTG 5001|Minimum Grade of B-|May be taken concurrently  
OR (MKTG 5301|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5302|Minimum Grade of B-|May be taken concurrently)  
OR (MKTG 5401|Minimum Grade of B-|May be taken concurrently  
AND MKTG 5402|Minimum Grade of B-|May be taken concurrently)  
OR MKTG 5303|Minimum Grade of B-|May be taken concurrently  
OR MKTG 5403|Minimum Grade of B-|May be taken concurrently)  
AND (MKTG 5641|Minimum Grade of B-|May be taken concurrently)

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

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

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

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

**MKTG 5682. Independent Study. 1 to 6 Credit Hour.**

Supervised individual reading and research projects.

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

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

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

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

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

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

**MKTG 5801. Marketing Management in the Enterprise. 3 Credit Hours.**

Limited to students matriculated in the Executive M.B.A. program. In this course, you'll develop a firmer grasp on the strategic aspects of marketing decisions within the context of the total enterprise. You'll also analyze marketing management practices, organization and decision processes through traditional and internet-based business case studies involving product development, segmentation, pricing, promotion, distribution and implementation.

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

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

**MKTG 5882. Independent Study. 1 to 6 Credit Hour.**

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

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

**MKTG 5890. Special Topics in Marketing. 1 to 6 Credit Hour.**

Special topics courses analyze emerging issues or specialized content that are not covered in regular semester courses.

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

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

**MKTG 9001. Sem-Marketing Theory Dev. 3 Credit Hours.**

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

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

**MKTG 9002. Sem-Behavior Res-Mktg. 3 Credit Hours.**

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

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

**MKTG 9003. Sem-Quant Research-Mktg. 3 Credit Hours.**

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

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

**MKTG 9005. Seminar in Judgment and Decision Making. 3 Credit Hours.**

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

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

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

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

**MKTG 9011. Proseminar in Marketing. 1 to 3 Credit Hour.**

The Marketing PhD Pro-seminar provides doctoral students with an opportunity to learn about the range of academic research in marketing, and about marketing academic careers. Through critiques of academic research articles and discussions with other students and multiple faculty members, students will gain insights into research process, and the expectations of the marketing academic community. The course assignments and discussions help to build student research capability, and support student development of a research paper proposal on a topic of the student's choice.

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

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

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

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

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

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

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

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

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

Directed Study in Marketing

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

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