

MARKETING (MKTG)

MKTG 500: Marketing Management

3 Credits

Development of a marketing management focus, including market analysis, competition analysis, and decisions in pricing, product, promotion, and distribution channels.

Prerequisite: ACCTG511 or ACCTG512 ; B A 533

MKTG 518: Global Marketing

3 Credits

Role of international marketing in the global business environment; development of marketing plans and implementation strategies under differing socio-economic conditions.

Prerequisite: MKTG 500
Cross-Listed

MKTG 521: Scientific Marketing Analysis and Implementation

2 Credits

An introduction to the tools used, rationale for, and the practice and implementation of a variety of current marketing techniques. MKTG (MS&IS) 521 Marketing Engineering (3) This course deals with concepts, methods, and applications of decision modeling to address such marketing issues as segmentation, targeting and positioning, new product design and development, advertising, sales force and promotion planning, and sales forecasting. The course is designed for MBAs as well as for students in engineering and related disciplines who have some background in or understanding of marketing principles, and exposure to spreadsheet programs such as EXCEL. Unlike conventional capstone marketing courses that focus on conceptual material, this course will attempt to provide skills to translate conceptual understanding into specific operational plans—a skill in increasing demand in organizations today. Using market simulations and related exercises tied to PC-based computer software, students will develop marketing plans in various decision contexts. Specifically, the course objectives are to:

Prerequisite: B A 500
Cross-Listed

MKTG 532: Brand Management

2 Credits

To examine and understand the processes of building, designing, measuring, and maintaining brand equity.

Prerequisite: B A 500

MKTG 533: Business Marketing

2 Credits

Study of marketing of goods and services to business, institutions, and government.

Prerequisite: B A 500

MKTG 534: Integrated Market Communications

2 Credits

Provides the frameworks for thinking, tools, language, and skills for strategic management of integrated market communications.

Prerequisite: B A 500

MKTG 541: Consumer Behavior

2 Credits

Introduce theories and concepts from psychology, sociology, economics, and other disciplines that are useful in understanding and marketing to consumers.

Prerequisite: B A 500

MKTG 542: New Product Development and Management

2 Credits

Identify business opportunity, understand potential customer needs, and develop a new product from concept to virtual prototype.

Prerequisite: B A 500

MKTG 543: e-Marketing

2 Credits

Using the Internet and related technologies to enhance and transform marketing functions and processes.

Cross-listed with: EBIZ 543

MKTG 551: Theoretical Perspectives on Buyer Behavior

3 Credits

Review of marketing and social sciences research related to understanding consumer and market behavior.

MKTG 554: Research Methods in Marketing

3 Credits

Philosophical, methodological, and measurement issues involved in designing, conducting, analyzing, and interpreting research in marketing.

MKTG 555: Marketing Models

3 Credits

Topics in the model building approach to marketing decision making, focusing on current research issues.

Cross-Listed

MKTG 556: Marketing Management

3 Credits

To explore the conceptual and applied dimensions of marketing management. MKTG 556 Marketing Management (3) This course is a seminar course, so class involvement will be a major component. In addition, students will be expected to prepare two papers. The first will be a journal submission review; the second will be the written version

of each student's research proposal. Academics need to understand journal reviewing, and they need to develop research ideas and write about them. Students will also be expected to prepare and perform two oral presentations. The first will be the presentation discussed in the session description below and will be a part of their class participation. The second will be an oral form of the student's research presentation. Students need to be able to communicate their ideas, and it is hoped that having an oral presentation of their proposals before the written presentation will also help them improve their proposal. Finally, there will be an examination at the end of the course. Each class session, with the exception of the first and last class periods, will be devoted to an important topic in the marketing management domain. For each class period, other than the two exceptions, students will read around 7 papers. The papers will be a mix of classical, seminal works and recent, cutting-edge works in the assigned area. The bulk of the class period will be devoted to discussion of the articles assigned. Discussion will be devoted to a) why the article is important, b) good points of the article, c) bad points of the article, and d) research ideas that the article might suggest or engender. In addition, one student per week will be responsible to find, prepare, and present another published paper that deals with the weeks' issues; this presentation will be part of the student's participation grade. The last few minutes of each class will be devoted to a discussion by the instructors of where research in the assigned area is going and some interesting open research questions in the area. The two exceptions among the class periods will be the first and last class. In the first class, we will have an introduction to research in marketing management and this particular Ph.D. seminar, while the last class will be devoted to allowing the remaining students to present their research proposals.

Prerequisite: MKTG 551; Concurrent: MKTG 555

MKTG 571: Marketing Strategy

2 Credits

Examines business-level marketing issues and solutions to problems in competitive business environments.

Prerequisite: B A 500

MKTG 590: Colloquium

1-3 Credits/Maximum of 3

Continuing seminars that consist of a series of individual lectures by faculty, students, or outside speakers.

MKTG 596: Individual Studies

1-9 Credits/Maximum of 9

Creative projects, including nonthesis research, which are supervised on an individual basis and which fall outside the scope of formal courses.

MKTG 597: Special Topics

1-9 Credits/Maximum of 9

Formal courses given on a topical or special interest subject which may be offered infrequently; several different topics may be taught in one year or term.

MKTG 599: Foreign Study--Marketing

1-12 Credits/Maximum of 12

Full-time graduate-level foreign study at an overseas institution with whom linkages have been established.

Prerequisite: acceptance in established exchange program
International Cultures (IL)

MKTG 600: Thesis Research

1-15 Credits/Maximum of 999

No description.

MKTG 601: Ph.D. Dissertation Full-Time

0 Credits/Maximum of 999

No description.

MKTG 602: Supervised Experience in College Teaching

1-3 Credits/Maximum of 6

No description available.

MKTG 610: Thesis Research Off Campus

1-15 Credits/Maximum of 999

No description.

MKTG 811: Driving Business Success with Marketing Analytics

3 Credits

Data-driven marketing is essential for today's business success. MKTG 811 prepares students with the fundamental skills to successfully leverage marketing data in business decision making and strategy. Students will learn how to map data to marketing challenges, apply basic statistics to marketing analyses, report results in meaningful ways, and support organizations in effectively leveraging marketing data. Special emphasis is given to translating data into meaningful and actionable business insights. This course does not assume any prior knowledge in statistics.

MKTG 812: Evaluating Marketing Communications in the Digital World

3 Credits

This course provides students with the basic principles, procedures, and objectives of using analytics to assess digital marketing communications. Course content focuses on key areas of marketing communication evaluation, including audience engagement, messaging and content effectiveness, campaign reach and influence, marketing mix allocation, social sentiment and impact, and mobile and website user experience. Students will gain practical experience with a variety of analytic tools and software.

MKTG 813: Data-Driven Customer Acquisition & Retention

3 Credits

MKTG 813 focuses on leveraging marketing data to support acquiring, developing relationships with, and retaining customers. Through the lens of the Customer Lifecycle, students will learn key data analytic

techniques for targeting the right customers, engaging them and moving them through the path to purchase, identifying customer profitability and customer lifetime value, managing challenges such as customer churn, and building and managing customer loyalty programs.

Prerequisite: MKTG 811

MKTG 814: Analytics for Brand Management and Customer Experience

3 Credits

MKTG 814 prepares students to apply marketing data analytics in support of brand and product success. The course familiarizes students with analytics for brand and product positioning, brand equity and loyalty, price optimization, and enhancing the customer experience. Special emphasis is placed on data visualization and communicating data insights in ways meaningful for strategic business application.

Prerequisite: MKTG 811