MARKETING (MKT)

MKT 201. Foundations of Marketing. 3 Credit Hours.
Understanding and satisfying consumer need through product planning, pricing, promotion, and distribution. Students identify and analyze marketing problems. Discovery and application of marketing skills are developed by marketing planning assignments, computer simulations, and case analysis.
Requisite: School of Business Administration.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 301. Marketing Foundations. 3 Credit Hours.
Understanding and satisfying consumer needs through product planning, pricing, promotion, and distribution. Students identify and analyze marketing problems. Discovery and application of marketing skills are developed by marketing planning assignments, computer simulation, and case analysis.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

MKT 302. Marketing Research and Market Analysis. 3 Credit Hours.
Examination of the process, role, and function of marketing research, including research problem formation, research methods and procedures, data acquisition, sampling theory and practice, data analysis, presentation of results, ethical issues, and application for each of the above.
Prerequisites: MAS 201 or MAS 311 or PSY 204 or PSY 291 or PSY 292 or MTH 224 or IEN 311, MAS 202 or MAS 312 or IEN 312, MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring & Summer.

MKT 310. Consumer Behavior and Marketing Strategy. 3 Credit Hours.
The study of behavioral science research findings, principles, and theories, especially those from psychology and sociology, as they relate to the determinants of consumer buying behavior. The case approach is utilized to stimulate the development of creative marketing strategy.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 320. Retailing. 3 Credit Hours.
Retail store management, location, buying, merchandise control, policies, services, pricing, expenses, profits, training and supervision of retail sales force, and administrative problems are discussed.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

MKT 340. Professional Selling. 3 Credit Hours.
Nature of the professional selling function and its relationship and contribution to the marketing strategy of organizations. Special emphasis is placed on broadly applicable principles and effective personal communication skills during the sales process.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

MKT 360. International Marketing. 3 Credit Hours.
The major current factors affecting international marketing. Course is designed to acquaint students with the growing importance of world marketing in the U.S. and the strategic issues involved.
Prerequisites: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

MKT 380. New Product Development. 3 Credit Hours.
This course enables students to appreciate the systematic approach that goes into the creation and marketing of new products. Practical aspects of developing and marketing new products are inculcated through two assignments and one class project.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 385. Marketing for Entrepreneurs. 3 Credit Hours.
This course is focused on the study and practice of marketing all aspects of an entrepreneurial venture: the new company itself as well as its products or services. Topics will include: branding, pricing and costing, buying behavior, market segmentation, channel management, as well as exploring issues such as intellectual property, customer service, corporate versus product web sites, media exposure and PR, and maintaining an integrated plan for building the venture's brand.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 386. Advertising Management. 3 Credit Hours.
In this course, students learn about the components involved in researching, planning, creating, and executing advertising strategies. The class gives students a better understanding of how advertising can be effectively used in a marketing strategy. Students also learn how advertising both influences and is influenced by cultural trends. Implications of this to both marketers and society as a whole are discussed.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.
MKT 387. Digital Marketing. 3 Credit Hours.
This course will introduce students to the principles of digital marketing from both perspectives of theory and practice. On the theory side, students will learn foundations and recent research and development of digital marketing. Main contemporary digital marketing issues will be extensively discussed in class, including search engine optimization, search engine marketing, online advertising, web analytics, email marketing, social media marketing, and reputation management. Students will also learn how to form an appropriate strategy for a digital marketing campaign and use quantitative skills to analyze the effectiveness of such a campaign. On the practice side, students will collaborate in teams and participate in applied learning exercises. Students will grasp critical concepts of search engine optimization by working with a local business client, laying out a suitable pre-campaign strategy, implementing and modifying the campaign in real time, and summarizing the campaign results in a meaningful and concise manner when it is over.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 388. Health Care Marketing. 3 Credit Hours.
This course is devoted to the study of healthcare marketing and the healthcare system involved with the task of marketing products and services. As healthcare reform continues to evolve current market conditions and transform existing organization into new practices, this course is focused on how managed care providers, hospitals, physicians, federal government, device and pharmaceutical companies will embrace the new patient centered market in their marketing strategies.
Requisite: must be in the School of Business or have a Marketing minor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 389. Understanding Media Metrics In The Digital World. 3 Credit Hours.
This course introduces the student to the basics of evolving new media business metrics and corresponding forms of audience and competitive marketplace analysis. Students will research and evaluate business models for multiphannel media products that use any combination of print, radio, television, internet, or mobile technologies. Product evaluations will be set within the context of comparative media economics, new media market dynamics, and advertising revenue projections. The goal will be to evaluate whether an existing or a current media product has the critical mass required for profitable advertiser metrics. Students will be exposed to developing new media usage patterns, cross platform media support strategies, new models of entertainment and news gathering, and corporate media acquisitions and mergers. Local media executives, and entrepreneurs will be invited to class to review current trends and discuss strategies for success.
Prerequisites: MKT 201 or MKT 301.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 403. Marketing Management. 3 Credit Hours.
Marketing Management is a capstone course that examines new concepts and insights regarding marketing management. Through case analysis the course covers important aspects of marketing management. The students also participate in a simulation in which they manage multi-segment markets.
Prerequisites: MKT 201 or MKT 301, FIN 302, MKT 302. Or Corequisite: MKT 302.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 469. International Marketing Management. 3 Credit Hours.
International Marketing Management is a capstone course that examines new concepts and insights regarding international marketing management. Through case analysis the course covers important aspects of international marketing management. The students also participate in a simulation in which they manage multi-country markets.
Prerequisites: MKT 302, MKT 360. Or Corequisite: MKT 360.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 498. Topics in Marketing. 3 Credit Hours.
Topics in selected areas of Marketing.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 499. Undergraduate Directed Study. 1 Credit Hour.
Individually supervised readings or research projects. Restricted to students with superior academic records. Approval of supervising professor as to topic and evaluation of project required at time of registration.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 555. Marketing Honors Research Project. 3 Credit Hours.
Research project to fulfill requirements for Departmental Honors in Marketing.
Components: THI.
Grading: SUS.
Typically Offered: Spring.

MKT 639. Marketing Honors Research Project. 3 Credit Hours.
Research project to fulfill requirements for Departmental Honors in Marketing.
Components: THI.
Grading: GRD.
Typically Offered: Offered by Announcement Only.
MKT 640. Foundations of Marketing Management. 2 Credit Hours.
Course introduces students to the analytical concepts and tools of marketing management. Special emphasis is placed on the relationships between marketing and overall company strategy, the development of a customer orientation, the integration of marketing throughout the organization, and the implementation of systems for planning and controlling the marketing effort. Students consider problems of consumer analysis, product planning, integrated communication, distribution, and pricing. Data and analysis required to make effective marketing decisions are also examined. The discovery and application of marketing management skills are developed through the use of readings, case exercises, and class discussions.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 642. Pricing And Value Management. 2 Credit Hours.
Pricing decisions require a synthesis of economic and marketing principles, an appreciation of legal and ethical constraints, and the ability to use accounting, financial, and market research data. This course is designed to teach students how to price goods and services by providing a framework for understanding pricing strategies and tactics. While pricing strategies are taught under the rubric of many diverse disciplines, we will take an integrative approach, combining strategic, economic, marketing, and psychological considerations. Topics covered include economic value and break-even analysis, price elasticity, markup and profit margin, price bundling, among others.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

MKT 643. Health Care Marketing. 2-3 Credit Hours.
This course is devoted to the study of health care marketing and the health care system involved with the task of marketing products and services. As health care reform continues to evolve current market conditions and transform existing organization into new practices, this course is focused on how managed care providers, hospitals, physicians, federal government, device and pharmaceutical companies will embrace the new patient centered market in their marketing strategies.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.

MKT 644. Services Marketing. 2 Credit Hours.
Course develops skills necessary to manage companies in an increasingly service-oriented and technology-driven economy and to gain sustainable competitive advantage through delivering superior quality services. Course covers the special marketing challenges posed by the unique characteristics of services and discusses their managerial implications. The need and strategies for synergistic management of operations, systems, and people to satisfy customers in order to achieve marketing excellence and superior financial performance are also included.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 645. International Marketing. 2 Credit Hours.
Course analyzes the theories and practice of international marketing management. Course allows students to understand markets and aid in the development of marketing plans based on the nature of national as well as international markets. Issues of globalization, standardization, intermarket segments, trading blocks, global marketing strategies, local branding, global branding in the context of customer movements, product development, pricing, distribution, communication, and segmentation in global markets are also discussed.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 646. Consumer Behavior. 2 Credit Hours.
This course provides an overview of psychological and normative principles of consumer decision-making and judgment by focusing on underlying behavioral research and theory. How people process information, make decisions involving risk and uncertainty, conflicting objectives, and imperfect information are some of the main topics discussed. The implications of consumer behavior on a marketing strategy are highlighted.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 647. Advertising and Communications Management. 2 Credit Hours.
Billions of dollars are wasted every year on ineffective advertising and communication campaigns. This problem is due to an absence of a compelling strategy to serve as a foundation for developing creative executions and media plans. The course provides a balanced analysis of strategy and execution of integrated marketing communication campaigns. The effectiveness of existing and emerging communication vehicles to attain strategic marketing goals is assessed. Special emphasis is placed on advertising, sales promotions, and social media. Current and historical campaigns are also reviewed. Course requirements include case reports, projects, and class participation.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.
**MKT 648. New Product Development. 2 Credit Hours.**
Innovation is one of the key drivers of firm value and new product development is perhaps the most important aspect of firm innovation. Yet few firms are able to develop and sustain their new product development process without mis-steps. Starting with how new products fit into the strategic landscape of a firm this course enables students to appreciate the systematic approach that goes into the creation and marketing of new products. Practical aspects of developing and marketing new products are included through two assignments and one class project.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.

**MKT 649. Strategic Brand Marketing. 2 Credit Hours.**
More and more firms have come to realize that their brands are among their most valuable assets. The goal of this course is to teach students the strategic significance of brands in creating shareholder value. Students should develop fluency with the core principles associated with branding including: an understanding of how to develop a brand's positioning; managing total brand experience; how to manage the brand relevancy over time; familiarity with the various qualitative and quantitative methodologies that are used to evaluate brand equity; how to achieve growth through brand extension; brand design and brand messaging. The basic philosophy for this course is to blend theory and practice of brand management. Branding is both an art and a science. Few branding situations have a definitive, unqualified "right" answer as to what is the best approach. However, when armed with relevant and comprehensive theories, appropriate frameworks and models, familiarity with past successful and unsuccessful branding strategies, managers can make better and more informed decisions that are more likely to yield successful implementation.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

**MKT 650. Strategic Marketing. 2 Credit Hours.**
Course develops the skills necessary to strategically manage business-unit level marketing activities in a multi-brand firm. This necessitates examining all marketing mix elements, R&D, financial and production considerations simultaneously in the context of the many markets, products, and services that may concern a typical firm. The emphasis is placed on understanding internal capabilities, market competitors, and customers. Market simulation exercise, cases, and readings are utilized.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

**MKT 655. Foundations of Management Marketing. 3 Credit Hours.**
Marketing problems experienced by top executives are examined and fundamental problem-solving concepts are developed. Students consider problems of consumer needs, product planning, promotion, distribution and pricing. The discovery and application of marketing management skills are developed through the use of cases and a major planning project.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

**MKT 665. International Marketing. 3 Credit Hours.**
Analysis of major U.S. foreign markets, marketing policies, and techniques are discussed.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

**MKT 672. Services Marketing. 3 Credit Hours.**
Course develops the skills necessary to manage services marketing and compete through delivering quality service. The unique characteristics of services and their managerial implications are examined. Importance of the synergistic management of operations, environment, systems and people to satisfy the customer is highlighted.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

**MKT 675. Marketing Analytics. 2 Credit Hours.**
Big data, fast computing and clever algorithms have converged to allow managers to convert data into one of their key strategic assets. In response, managers are collecting large volumes of data from diverse sources such as point-of-sale, online and social media. However, this data deluge does not automatically result in smart actions. To convert data to insights managers must develop the capability to transform data into knowledge through analytics. This has made analytics an important subject for business majors. One area where firms find analytics useful is marketing. Today firms use analytics to identify profitable customers, continuously track brands, and calculate optimal price promotions, test commercials, optimize media budgets across online and offline channels, design sales force allocation and decide the intensity of distribution channels. The goals of this course are to give you hands-on experience with data and analytics, teach you how to draw strategic marketing insights from data and show you how to make marketing decisions with greater precision without merely relying on "gut" decisions. This is not to say that intuition and creativity do not play a role in marketing. It means that analytical approaches combined with intuition makes for better marketing decisions.
Prerequisites: MKT 640 or MKT 660.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

**MKT 686. Behavioral Decision Theory in Consumer Research. 3 Credit Hours.**
The purpose of this seminar is to provide students with a review of the psychological literature as applied to the study of judgment and decision making with a focus on consumer research. The course will be based on behavioral decision theory and social psychology with an emphasis in generating high quality consumer research ideas. The course complements MKT 688 and MKT 689, which emphasizes information processing aspects of consumer behavior. Each week there will be discussions of a topic of consumer behavior research, drawing primarily upon readings from marketing and psychology. Students will learn how to identify important research problems, ask interesting research questions, develop theories and hypotheses, and design experiments. 
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Spring.
MKT 687. Marketing Strategy. 3 Credit Hours.
Marketing Strategy is a vast, exciting and exploding literature that almost
defies classification. However, despite this difficulty one common theme unifies and distinguishes this stream of research: it is marketing as seen through the eyes of a manager. Is it worth fighting for market share? How do we analyze competitors? Is it more profitable to introduce a new product or enter a new market? Should we build on existing relationships or seek new customers? Does loyalty management pay? Do consumers understand product quality? Can we quantify the effects of advertising and promotions? What metrics should we use to evaluate the effectiveness of marketing effort? Can we run policy simulations before committing to marketing action? These are some of the questions that marketing managers need to address. Often the questions are very broad and complex, reflecting the bewildering range of techniques that have been used to address those questions. The seminar will try to impart an appreciation of how to define and solve research problems in a marketing strategy.
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Fall.

MKT 688. Ph.D. Seminar in Consumer Behavior and Decision Making. 3 Credit Hours.
This course is designed to provide students with a background regarding a wide set of topics in consumer behavior focusing on theoretical models. In addition to developing a knowledge base in several extant consumer behavior literatures, this course has several additional goals. Students will: 1) become familiar with the content and style of consumer behavior research published within the marketing field, 2) develop an understanding of many methodologies and paradigms that can be used to investigate theoretical issues, 3) have several opportunities to explicate research ideas that they will hopefully be able to pursue in the remainder of the program or early in their careers, and 4) learn to critically evaluate the research of others to aid in strengthening their thinking and ultimately their own research activities.
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Fall.

MKT 689. Information Processing for Consumer Behavior. 1-3 Credit Hours.
Broadly the study of consumer behavior is divided into two areas - behavioral decision theory and information processing. This course will focus on information-processing aspects of consumer behavior with an emphasis in generating high quality consumer research ideas. We will cover both classic papers that provide the gist of the area covered in each session as well as research that attracted more interest from scholars in the recent years. The course complements MKT688 and MKT686, which provide students with an introduction to topics in consumer behavior and behavioral decision theory, respectively (there three Consumer Behavior PhD seminars can be taken in any sequence). Each week we will discuss a topic of consumer behavior research, drawing primarily upon readings from marketing and psychology. Students are responsible for all primary readings, which will be discussed in a seminar-format in class. Each week, we will discuss 4-5 papers. Students will also be assigned to be the "discussion leader" for individual sessions. Professor will assign these sessions to the students in the first class.
Components: SEM.
Grading: GRD.
Typically Offered: Fall.

MKT 695. Topics In Marketing. 3.00 Credit Hours.
Topics in selected areas of Marketing.
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Fall & Spring.

MKT 696. Topics In Marketing. 1-3 Credit Hours.
Topics in selected areas of Marketing.
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 697. Topics In Marketing. 1-3 Credit Hours.
Topics in selected areas of Marketing.
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 698. Topics In Marketing. 1-3 Credit Hours.
Topics in selected areas of Marketing.
Requisite: Must be registered Doctoral Student.
Components: SEM.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 699. Directed Study. 1-6 Credit Hours.
Individually supervised readings or research projects. Restricted to students with superior academic records. Approval of supervising professor as to topic and evaluation of project required at time of registration.
Requisite: Must be a registered Doctoral student.
Components: THE.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

MKT 830. Doctoral Dissertation. 1-12 Credit Hours.
Required of all candidates for the Ph.D. The student will enroll for credit as determined by his/her advisor but not for less than a total of 24. Not more than 12 hours of MKT 730 may be taken in a regular semester, nor more than six in a summer session. Where a student has passed his/her Comprehensive Examinations, he/she may still take the maximum allowable credit stated above.
Requisite: Must be a registered Doctoral student.
Components: THE.
Grading: SUS.
Typically Offered: Fall, Spring, & Summer.