

# MARKETING (MKT)

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## **MKT 101. Marketing in the 21st Century. 3 Credit Hours.**

This is an introduction to the marketing function designed to provide students with an overview of marketing concepts, tools, and methods of analysis. . Business Environment today is very competitive. As such, businesses are required to combine traditional marketing practices with new digital technologies to connect with the consumers and develop relationships with them. The course broadly covers the controllable strategic variables of marketing (product, price, place, and promotion) in the context of the uncontrollable environment in which marketing operates, accompanied by discussions of the ethical implications of marketing and the growing demographic diversity and globalization of the marketplace. In a modular format: three modules spread over a period of three weeks, the students will get introduced to the fundamentals of marketing and the exciting world of digital marketing and marketing analytics. Methods of instruction will include lecture, discussion, analytical problem solving, experiential (involvement) learning, and case analysis.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Summer.

## **MKT 201. Foundations of Marketing. 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 simulations, and case analysis. Freshman or Sophomore AND Miami Herbert Business School AND (if students have taken MKT 301 students cannot take MKT 201).

**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. Requisite: Sophomore Standing or Higher AND (if students have taken MKT 201 students cannot take MKT 301).

**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.

Prerequisite: MKT 201 or MKT 301 and MAS 202 or MAS 312 and Requisite: Miami Herbert Business School.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

## **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.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

## **MKT 311. Pricing. 3 Credit Hours.**

Pricing decisions require a synthesis of economic and marketing principles, an appreciation of 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. 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.

Prerequisite: MKT 201 or MKT 301 And BUS 150 And ECO 211 or ECO 213.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** 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.

Prerequisite: MKT 201 or MKT 301.

**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.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**MKT 350. Luxury Marketing. 3 Credit Hours.**

The course will develop a framework for understanding the essential elements of effective marketing of luxury brands, a 1.36 Trillion dollars market worldwide in 2017 (Bain & Company). Through cases, business visits, and experiential projects the students will distinguish the unique nature of luxury, understand the opportunities and challenges confronted by luxury marketers and apply proven strategies. Students will also work on an actual project created exclusively for the class exposing them to internship opportunities in the luxury market sector.

Prerequisite: MKT 201 or MKT 301.

**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.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**MKT 361. Brand Content Management. 3 Credit Hours.**

Brand Content Management (BCM) is the process any organization can use to efficiently create, distribute and control brand-related content. BCM has a lot of moving parts (content, channels, audience segments and measurement tools), so the goal of this course is to provide a comprehensive conceptual framework and familiarity with implementation strategies that are critical to manage those factors and achieve brand equity goals at scale and on time. BCM skills are also crucial to anticipate and deal with brand fatigue and reputation crisis, which are the most demanding cases of Brand Content Management.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**MKT 364. Brand Management. 3 Credit Hours.**

Brands are among the most valuable intangible assets firms possess. The goal of this course is to teach students how brands create value for businesses and institutions. Students will learn the core principles of branding including brand positioning, brand design, brand messaging, brand tracking, measuring brand equity, managing brand relevancy over time, and developing brand extensions.

Pre-requisite: MKT 201 or MKT 301 and MKT 302.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**MKT 365. Brand Story Telling. 3 Credit Hours.**

This course explores the use of storytelling to build emotional connections, demonstrates the value of real engagement through immersive experiences and it illustrates how to create a compelling brand storytelling program from both the brand and the agency perspectives. As such, the course is uniquely positioned to train students to experience a rounded view of their role either on the brand side as an entrepreneur or working in a client's marketing team.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**MKT 369. Marketing Analytics. 3 Credit Hours.**

Netflix, Amazon, Google, Facebook these are some of the firms that harness data is one of the key strategic assets that firms possess. Analytics is the means by which managers transform data into actionable insights. One area where managers find analytics useful is marketing. Today managers can use analytics to identify profitable customers, analyze clickstream data to predict purchase, monitor brand health, develop dynamic pricing models, deliver advertising through rule based systems, test hundreds if not thousands of advertising and promotional material simultaneously and develop digital brand content from user generated sources. The objectives of this course are to give you hands-on experience with data and analytics and show you how to draw actionable marketing insights from data. It will enable you 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. The class will mainly have in-class lectures and exercises. Through these you will: • Learn to identify key marketing-related issues or problems; • Gain insight regarding the selection and establishment of marketing strategies; • Apply analytical reasoning and quantitative analysis skills to solve marketing-related problems; • Develop useful marketing management skills in both individual and team environments. • Enhance verbal communication skills, via case discussions and presentation; and • Enhance written communication skills, via case analyses and report.

Prerequisite: MKT 201 or MKT 301 And MAS 202 or MAS 312 And BUS 150.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**MKT 370. Cases in Marketing Analytics. 3 Credit Hours.**

Organizations today are faced with the challenge to make best use of the data they have and collect from their marketing, sales and customer interactions. Through cases and hands on exercises you will learn what types of data firms collect and how to use this data to come up with data-driven solutions to marketing problems such as the optimal number of market segments, seeking out the most valuable customers, arriving at the value maximizing price, formulating the optimal marketing mix and how best to deploy digital marketing.

Prerequisite: MKT 201 or MKT 301 And MAS 201 or MAS 311.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**MKT 371. Application of Artificial Intelligence in Marketing. 3 Credit Hours.**

ChatGPT and other generative AI techniques have captured the popular imagination and has brought to the fore the potential of AI in reshaping our lives. AI is also becoming, and will continue to be, an increasingly valuable tool for marketers. In this course we will see how AI is applicable to any aspect of marketing be it market segmentation, positioning, branding, new product development, customer acquisition, customer retention, content creation, media planning or pricing. This course is based on hands-on, in-class exercises and is designed for students to learn about the applications of AI to marketing. Students taking this class will be well-equipped to deal with AI, both in a job-seeking setting and in their future jobs in marketing.

Prerequisites: MKT 201 or MKT 301 and MAS 202 or MAS 312.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 372. Text and Image Analysis for Marketing. 3 Credit Hours.**

Marketing in the 21st century requires analysis of vast quantities of unstructured text and image data. This data comes in the form of product reviews on e-commerce platforms, tweets, Facebook and Instagram posts, online news, voice activated devices such as Alexa and blogs. This information source provides marketers a rich source of data to understand their customers, design products and drive marketing campaigns. However, this also requires the ability to analyze text and image data using specialized tools. This course provides an overview of the concepts, technologies, and tools necessary to analyze text and image data and to support online analytics initiatives. It will enable you to uncover underlying themes or concepts contained in large document collections; automatically group documents into topical clusters; classify documents into predefined categories; and integrate text data with structured data to enrich predictive modeling endeavors and give you a preliminary understanding of how to analyze image data.

Prerequisites: MKT 201 or MKT 301 and BTE 320.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**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.

Prerequisite: MKT 201 or MKT 301.

**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.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall, Spring, & Summer.

**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.

Prerequisite: MKT 201 or MKT 301.

**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.

Prerequisite: MKT 201 or MKT 301.

**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.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**MKT 389. Digital Media Metrics. 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 multiplatform new 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.

Prerequisite: 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.

Prerequisite: MKT 201 or MKT 301 and FIN 302 and MKT 302 or Corequisite: MKT 302 and Business School.

**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.

Prerequisite: MKT 360 and MKT 302 or Corequisite: MKT 302.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 496. Directed Studies in Marketing. 1-3 Credit Hours.**

Supervised readings, individual research project, or independent investigation of selected non-STEM related problems in the discipline. Offered only by special arrangement with supervising faculty member, who approves topic and evaluation process at time of registration.

Requisite: Miami Herbert Business School.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 497. Directed Studies in Marketing. 1-3 Credit Hours.**

Supervised readings, individual research project or independent investigation of selected STEM-related problems in the discipline. Offered only by special arrangement with supervising faculty member, who approves topic and evaluation process at time of registration.

Requisite: Miami Herbert Business School.

**Components:** THI.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 498. Special Topics in Marketing. 3 Credit Hours.**

Special topics in selected non-STEM areas of Marketing.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 499. Special Topics in Marketing. 3 Credit Hours.**

Special topics in selected STEM areas of Marketing.

Prerequisite: MKT 201 or MKT 301.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 555. Marketing Departmental Honors Research Project. 3 Credit Hours.**

Research project to fulfill requirements for Departmental Honors in Marketing.

**Components:** THI.

**Grading:** SUS.

**Typically Offered:** Offered by Announcement Only.

**MKT 620. Addressing Customer Markets. 2 Credit Hours.**

In this course, we will learn how a firm can create value for the customers and capture some of that value back in the form of profits. We will learn key principals (from psychology and innovation) that a firm can use to shape consumers' perceptions of value. In addition, the course will cover the tools necessary to attract and retain profitable customers. Given the fast pace of change in the current marketscape, the course will pay close attention to how the challenges of creating and capturing value shift as the consumers, competition, and the markets evolve. Students will use empirical data and critical thinking tools to first arrive at the correct diagnoses of the marketing problem and then devise sustainable and creative solutions. The course will take a broad approach. The goal is to develop classical and contemporary marketing know-how and analytical skills that an executive in the company needs to have regardless of his or her functional role.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**MKT 622. Behavioral Pricing. 1 Credit Hour.**

Price is the only component of the marketing mix that generates revenue for the firm. The remaining P's (product, place, and promotion) are costly activities undertaken to create value for the consumer. Price, in its ideal form, recaptures this value. Yet, most companies adopt very simple heuristics, or rules of thumb, for setting prices, often divorced from firm strategy and economic reality. This course will introduce the student to frameworks relevant to making pricing decisions. 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 in building a behavioral approach.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**MKT 633. Consumer Insights. 2 Credit Hours.**

This course focuses on understanding consumers through several tools available. The aim is to enable you to develop the ability to be a good listener to your customers and potential customers. This course is aimed at the manager who is the ultimate user of marketing research conducted by the company and who is responsible for determining the scope and direction of research conducted on his/her behalf.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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 641. Marketing Research and Decision Making. 2 Credit Hours.**

The objective of the course is to allow students to understand functional analysis of consumer and market behaviors utilizing statistical tools. The course will cover topics of secondary sources of data, sampling, questionnaire design, and analysis and interpretation of data. Project and case analysis methods will be used for instruction.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall & Spring.

**MKT 651. Customer Relationship Management. 1 Credit Hour.**

Customer relationship marketing (CRM) is an approach to marketing which treats customers as a financial asset. This approach contrasts with the traditional product-focused approach to marketing. As such modern CRM techniques rely heavily on data especially customer purchase data. Thus, CRM is a comprehensive set of processes and technologies for managing the relationships with potential and current customers. Through the use of data sets, cases and simulations students will learn how to use marketing tools to acquire customers, identify high value customers, retain as many as possible and thereby maximize firm value. This course is especially relevant in B-to-B settings.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Fall.

**MKT 653. Sustainable Marketing of Goods and Services. 2 Credit Hours.**

The course considers the creation, pricing, promotion, and consumer targeting for sustainable products. Starting with a broad view considering prosocial marketing and corporate social responsibility, the course then goes into specifics around sustainability. Topics include identifying and segmenting the sustainably-minded consumer, nudging consumers towards sustainable consumption, and sustainability as a signal. Students also consider issues of pricing sustainable products and sustainability as an externality. Materials include published cases as well as analyses of current sustainability-focuses businesses. This course also includes a group project wherein students will tackle a real-world issue of sustainability.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**MKT 657. Digital Marketing. 2 Credit Hours.**

This course will provide a theoretical and practical understanding of the digital marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of internet and digital marketing tools.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**MKT 660. Foundations of Marketing Management. 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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.

**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Offered by Announcement Only.



**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.

Prerequisite: MKT 640 or MKT 660.

**Components:** LEC.

**Grading:** GRD.

**Typically Offered:** Spring.

**MKT 677. Strategic Digital Media Management. 2-3 Credit Hours.**

Digital and social media have dramatically changed the ways in which managers analyze consumer data and make accurate media marketing decisions. This course will teach students how to correctly capture, measure and apply the fundamentals of digital marketing analytics and then how to manage a successful media marketing campaign over time. We will use available direct and indirect digital listening tools for both traditional and digital media sources using Nielsen, live social media data, digital dashboards, search engine optimization tools, and data presentation strategies. Current case studies and readings will assist in this highly interactive management course. Social and traditional media executives will also be invited into class to review current trends, opportunities, and strategies for the future.

Prerequisite: 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. Deep Learning and Other Quantitative Models for Marketing. 3 Credit Hours.**

Marketing models provide a vast and exciting literature that almost defies classification. However, despite this difficulty, one common theme unifies and distinguishes this stream of research: marketing problems 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 customer relationships or seek out new customers? Does loyalty management pay? How does product and service quality affect customer satisfaction? Can we quantify the effects of advertising and promotions? How can we measure marketing capabilities? Can we run policy simulations before committing to marketing action? These are some of the questions that marketing managers face. Solutions to these questions require a bewildering range of quantitative techniques such as stochastic models, game theory, structural models, experiments, and, more recently, computational models called deep learning models. The seminar will impart a hands-on appreciation of how to define and solve such managerial problems using data and models.

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. 0-3 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 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.

**Components:** LEC.

**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. Pre-Candidacy Dissertation Research. 1-12 Credit Hours.**

Doctoral dissertation credits taken prior to Ph.D. student's candidacy. The student will enroll for credit as determined by his/her advisor. Not more than 12 hours of MKT 830 may be taken in a regular semester, nor more than six in a summer session.

Requisite: Must be a registered Doctoral student.

**Components:** THI.

**Grading:** SUS.

**Typically Offered:** Fall, Spring, & Summer.

**MKT 840. Post-Candidacy Dissertation Research. 1-12 Credit Hours.**

Doctoral dissertation credits taken after Ph.D. student has been admitted to candidacy. The student will enroll for credit as determined by his/her advisor. Not more than 12 credits in MKT 840 may be taken in a regular semester, nor more than six credits in a summer session.

**Components:** THI.

**Grading:** SUS.

**Typically Offered:** Fall, Spring, & Summer.

**MKT 850. Research in Residence. 1 Credit Hour.**

Used to establish research in residence for the Ph.D. and D.A., after the student has been enrolled for the permissible cumulative total in appropriate doctoral research. Credit not granted. May be regarded as full-time residence as determined by the Dean of the Graduate School.

**Components:** THI.

**Grading:** SUS.

**Typically Offered:** Fall, Spring, & Summer.