

Marketing

Undergraduate Study

For undergraduate curriculum in business, major in marketing.

The Department of Marketing offers a major in marketing. Students will complete the general education requirements (including business foundation courses), and business core requirements for the bachelor of science (B.S.) degree and 18 credits in the major.

Marketing is concerned with management decisions that deal with the satisfaction of customer needs and wants in the purchase and use of goods and services. The primary decision areas in marketing involve the identification of market segments and decisions dealing with product design, pricing, promotion (including personal selling and marketing communications), and distribution. A major in marketing prepares the student for careers in selling and sales management, marketing research, marketing management, retail management, marketing communications, promotion management, and/or international marketing. Each area of study may be applied to consumer, business-to-business, and/or services marketing environments in business and nonprofit organizations.

The instructional objective of the Marketing department is to provide knowledge of the marketing process and an understanding of its functions. The students are expected to develop decision-making skills, computational skills, and communication skills with appreciation for global marketplace and ethical concerns. In addition to the basic business foundation and core courses, marketing majors are required to complete 18 credits of marketing or department approved courses. Included in these 18 credits are three required courses:

MKT 443	Strategic Marketing Management	3
MKT 444	Marketing Research	3
MKT 447	Consumer Behavior	3

The department also offers a minor for non-Marketing majors in the College of Business. The minor required 15 credits from an approved list of courses, of which 9 credits must stand alone. Students with declared majors have priority over students with declared minors in courses with space constraints.

Graduate Study

The Department of Marketing participates in the full-time and part-time Master of Business Administration (M.B.A.) and the Ph.D. in Business and Technology. The M.B.A. program is a 48-credit, nonthesis, noncreative-component curriculum. Thirty of the 48 credits are core courses and the remaining 18 are graduate electives. Within the M.B.A. program, students may develop an area of specialization in marketing.

The Ph.D. in Business and Technology with a Customer Management (CM) specialization is a 56 credit (minimum) curriculum designed around four interrelated areas--core, specialization, minor, and research methods—and dissertation. The focus of the CM specialization is on customer management issues—selection of target customers, design of individualized customer programs, maximizing satisfaction, loyalty and retention and getting the maximum ROI out of customer investments.

Courses primarily for undergraduates:

MKT 340. Principles of Marketing.

(3-0) Cr. 3. F.S.SS. *Prereq: credit or current enrollment in ECON 101*

The role of marketing in society. Markets, marketing institutions, and marketing functions with emphases on product, price, marketing communication, and marketing channel decisions.

MKT 343. Personal Sales.

(3-0) Cr. 3. *Prereq: MKT 340*

Analysis of the theory and practice of personal selling with the context of relationship marketing and salesforce automation. Topics include: goal setting, prospecting, time/territory management, questioning, presentations, objections, commitment and customer service; simulations of selling situations.

MKT 410. Promotional Strategy.

(3-0) Cr. 3. F.S. *Prereq: Credit or enrollment in MKT 447*

Principles, concepts, and problems involved in the development and implementation of promotional strategies. Coordination of a variety of promotional elements: advertising, sales promotion, direct marketing, public relations and publicity of web communications, and personal selling. Nonmajor graduate credit.

MKT 442. Sales Management.

(3-0) Cr. 3. F.S. *Prereq: MKT 340*

Functional aspects of sales force management; personal selling methods; procedures for recruiting, selecting, and training new salespeople; compensation and expense control systems; problems of sales force motivation and supervision; methods of territorial and quota assignment; sales department budgets; distributor-dealer relations; other selected topics. Nonmajor graduate credit.

MKT 443. Strategic Marketing Management.

(3-0) Cr. 3. F.S.SS. *Prereq: MKT 444, MKT 447*

Analysis of major elements of strategic marketing management. May include case studies or business simulations involving decision making using marketing tools from previous courses. (For marketing majors only.)

MKT 444. Marketing Research.

(3-0) Cr. 3. F.S. *Prereq: MKT 340, STAT 226*

Marketing research techniques: problem formulation, research design, questionnaire construction, sampling, data collection procedures, and analysis and interpretation of data related to marketing decisions. Nonmajor graduate credit.

MKT 445. Customer Relationship Management.

(3-0) Cr. 3. F.S. *Prereq: MKT 340*

Examines how customer data can be used to enhance decisions relating to acquisition, development and retention. Topics include customer lifetime value, customer as assets, customer loyalty programs and customization.

MKT 446. Retailing.

(3-0) Cr. 3. F.S. *Prereq: MKT 340*

Basic areas of retail management: buying, merchandising, retail promotion, store location, store layout, credit management, and inventory control. Emphasis on practical application of retail management principles.

MKT 447. Consumer Behavior.

(3-0) Cr. 3. F.S. *Prereq: MKT 340*

Study of how consumers select, purchase, use, and dispose of goods and services. Includes analyses of how markets and others influence these processes. Application of concepts and methods of the behavioral sciences to marketing management decision making. Nonmajor graduate credit.

MKT 448. Global Marketing.

(3-0) Cr. 3. F.S. *Prereq: MKT 340*

Introduction to terms used in international marketing and sources of information on international markets. Development of sensitivity toward foreign business environment and familiarity with operations of multinational corporations. Nonmajor graduate credit.

MKT 449. Marketing Seminar.

(3-0) Cr. 3. *Prereq: MKT 340*

Analysis of current issues and problems in marketing with emphasis on new theoretical and methodological developments. Additional seminars may be offered. Nonmajor graduate credit.

MKT 451. Marketing Channels.

(3-0) Cr. 3. F.S. *Prereq: MKT 340*

Focuses on marketing channels, the downstream part of a value chain, companies that come together to bring products and services from their point of origin to the point of consumption. Topics include channel institutions, channel design, channel coordination and implementation. Highlights international and technological aspects of marketing channels so that students can successfully develop and manage marketing channels in a contemporary business environment.

MKT 453. Brand Management.

(3-0) Cr. 3. F.S. *Prereq: MKT 447*

Examines the role of brands and branding in market environments characterized by intense competition and consumer power. Covers issues relating to why branding is important to firms, what brands represent to consumers, and what should be done to manage them effectively.

MKT 490. Independent Study.

Cr. 1-3. Repeatable. *Prereq: MKT 340, senior classification; permission of instructor*

MKT 492. Comparative Marketing.

(3-0) Cr. 3. SS. *Prereq: MKT 340*

Provides experience to students in culture, social, economic, and political environment of marketing in a foreign country. Students complete a term project (e.g., a marketing plan) based on information collected in the foreign country. Students attend briefings by experts/officials of private and public organizations. Nonmajor graduate credit.

Courses primarily for graduate students, open to qualified undergraduates:

MKT 501. Marketing.

(3-0) Cr. 3. *Prereq: Enrollment in MBA program or departmental permission*
An analytical approach to the study of marketing issues and challenges of business firms and nonprofit organizations. Emphasis on the influence of the global marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels and communication strategies; an orientation that ensures sustainability of marketing operations; and the organization's system for planning and controlling its marketing effort.

MKT 540. Advanced Marketing Management.

(3-0) Cr. 3. F.S. *Prereq: MKT 501*
Strategic marketing and decision making, with emphasis on cases utilizing qualitative and quantitative techniques and marketing models.

MKT 541. International Marketing.

(3-0) Cr. 3. F. *Prereq: MKT 501, MKT 509*
Scope and nature of global marketing operation; the context of international environment in which firms operate. Recent developments of international business activities, and a framework for better understanding of the basic forces driving international business and marketing operations. Development of market entry strategies and global marketing mix policies, as well as export operations. Organizational issues related to the globalization of the firm.

MKT 542. New Product Development and Marketing.

(3-0) Cr. 3. S. *Prereq: MKT 501*
Principles and concepts of new product development and introduction; decision areas include market definition and structure, idea generation, concept evaluation, test marketing, launch tracking, and global product planning; models and techniques of new product evaluation used by consumer product companies.

MKT 543. Services Marketing.

(3-0) Cr. 3. *Prereq: MKT 501 and instructor permission*
In-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Students will be introduced to and have the opportunity to work with tools and strategies that address these challenges.

MKT 544. Marketing Research.

(3-0) Cr. 3. S. *Prereq: MKT 501, BUSAD 502 or STAT 401*
Marketing research methods are examined with emphasis on the use of advanced research methods in business research. Application of advanced sampling, measurement, and data analysis methods in research on market segmentation, market structure, consumers' perceptions and decision processes, marketing communication, new product development, and pricing.

MKT 545. Integrated Marketing Communication.

(3-0) Cr. 3. *Prereq: MKT 501*
Introduces the student to the field of marketing communications. Covers a number of topics and areas essential for understanding how to design and evaluate communication strategies necessary for the successful marketing of products and services. An integrated marketing communications (IMC) perspective is employed in covering material, with a corresponding focus on various elements of an IMC strategy, including advertising, promotions, point-of-purchase communications, direct marketing techniques, and other topics.

MKT 546. Customer Relationship and Business-To-Business Marketing.

(3-0) Cr. 3. *Prereq: MKT 501*
Core concepts and issues involved in customer relationship strategy and management in consumer and business-to-business markets. Emphasis on customer opportunity analyses, customer relationship management tools and strategies.

MKT 547. Consumer Behavior.

(3-0) Cr. 3. S. *Prereq: MKT 501*
The behavior of consumers. Intensive review of literature from relevant disciplines. Applications of concepts and methods of the behavioral sciences to marketing management decision making.

MKT 549. Global Marketing Planning and Execution.

(3-0) Cr. 3. *Prereq: MKT 501*
Allows students to develop the ability to plan and execute a B2B business by integrating aspects of marketing with other business functions in the international context. Product strategy, innovation, foreign market entry, supply strategies for foreign markets, pricing strategy, market research, customer service, international payments, managing international subsidiaries, licensing, distribution strategy, and responding to changing international environmental conditions. Involves a simulation-based instruction in planning and managing an international B2B business.

MKT 551. Marketing Channels.

(3-0) Cr. 3. *Prereq: MKT 501*
Design of marketing channels, developing and managing relationships with resellers, and evaluating channel performance. Emphasis on international and technological aspects of marketing channels.

MKT 590. Special Topics.

Cr. 1-3. Repeatable. *Prereq: Permission of instructor*
For students wishing to do individual research in a particular area of marketing.

Courses for graduate students:**MKT 601. Seminar in Consumer Behavior.**

(3-0) Cr. 3. *Prereq: MGMT 601*
A rigorous foundation of the major conceptual and methodological paradigms in the consumer-behavior literature. Seeks to aid students in understanding the psychological, sociological, and anthropological roots of consumer behavior research. Read the latest research in the area reported in leading consumer behavior/psychology journals.

MKT 602. Marketing Strategy.

(3-0) Cr. 3. *Prereq: MGMT 601*
Review major contributions and recent developments in marketing strategy research and practice. Review commonly used modeling approaches and research methods to study strategic interaction between firms seeking to build competitive advantages. Provide an overview of empirical research regarding measurement, level and persistence of business success and implications of findings for theory and strategy development.

MKT 603. Customer Management Strategy and Implementation.

(3-0) Cr. 3. *Prereq: Mkt 601*
Addresses key strategy and implementation issues behind customer management. Topics such as typology of CM strategies, antecedents and outcomes; environmental and managerial influences on strategy formation; technology and impact on CM strategy; and value of CM strategy. Examine theories and concepts behind important CM issues such as customer satisfaction, customer loyalty and customer profitability.

MKT 604. Marketing Issues in Inter-Organizational Relations.

(3-0) Cr. 3. *Prereq: MGMT 602*
Inter-firm and network competition; relationship among suppliers, distributors, alliance partners, external employees, and internal employees. Theories including agency theory, network theory, relationship marketing, channels of distribution theories on cooperation versus competition, IOS theories.

MKT 644. Research Methods.

(3-0) Cr. 3. *Prereq: Knowledge of introductory statistics, Stat 401, enrollment in the PhD program*
Introduction to methodological issues that arise when addressing a wide variety of research questions in organizational and consumer studies. Address measurement issues (scales, reliability and construct validity), design (for experiments, surveys, or qualitative studies), sampling, and analysis (univariate and multivariate statistical procedures). Measurement issues in cross-cultural and international research will also be covered. It is assumed that students entering the course have knowledge of introductory statistics.

MKT 650. Research Practicum I.

(1-0) Cr. 1. *Prereq: enrollment in the PhD program*
Preparation of a research manuscript to be submitted to a peer-reviewed academic journal. Students will work with a faculty mentor on a research project.

MKT 651. Research Practicum II.

(1-0) Cr. 1. *Prereq: enrollment in the PhD program*
Preparation of a second research manuscript to be submitted to a peer-reviewed academic journal. Although students work under the supervision of a faculty mentor, the students will take independent responsibility for the research project.

MKT 699. Dissertation.

Cr. 12. *Prereq: Graduate classification, permission of dissertation supervisor*
Research.