

# MARKETING (MKT)

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**Courses primarily for undergraduates:**

## **MKT 3400: Principles of Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Credit or enrollment in ECON 1010*

The role of marketing in society. Markets, marketing institutions, and marketing functions with emphases on product, price, marketing communication, and marketing channel decisions. (Typically Offered: Fall, Spring, Summer)

## **MKT 3420: Foundation Of Personal Selling**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Sophomore classification*

The process of selling and how to sell effectively. Focus on selling in a business environment and applying to concepts to general interpersonal settings in personal life. Students will actively participate in class, collaborate with teammates to develop skills to sell ideas and become more effective in representing themselves and their company and its products and services. Develop skills necessary to build long-term, profitable relationships with clients. (Typically Offered: Fall, Spring)

## **MKT 3510: Services Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 3400*

In-depth appreciation and understanding of the unique challenges inherent in creating, managing, and delivering quality services. Students will be introduced to and have the opportunity to work with concepts, tools, and strategies that address these challenges. (Typically Offered: Fall)

## **MKT 3610: Social Media Marketing Strategy**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 3400*

The course will cover marketing, advertising and communications strategies in the new media landscape where traditional media (e.g., television, print) and the online social media (i.e., Web 2.0; e.g., online social networks, user-generated content, blogs, forums) co-exist. Students will be expected to have knowledge about the fundamentals of traditional advertising methods and strategies. With this background knowledge, the primary focus of this course will be on understanding social media, how to build social media marketing strategies, and how to track their effectiveness. This course will not look at more tactical aspects of advertising/communications such as creative, message management, and publicity. This will first and foremost be a marketing strategy course.

## **MKT 3620: Digital Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 3400*

A survey course that explores key topics and competencies that will help formulate a digital marketing strategy and power a digital marketing campaign. Digital marketing is a broader toolkit that includes search engine marketing (SEM), search engine optimization (SEO), content marketing, mobile marketing, email marketing, landing page optimization, social media marketing, and more. (Typically Offered: Fall, Spring, Summer)

## **MKT 3630X: Creative Tools for Digital Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Sophomore classification*

An interactive course that explores the basics of design software (Canva, Photoshop, Lightroom, Illustrator, InDesign), non-linear editing software (Premiere Pro, After Effects, Media Encoder) photography, videography and lighting (DSLR and mobile), and working with and manipulating assets developed by designers to promote companies, brands, events, and products on digital platforms. (Typically Offered: Fall, Spring)

## **MKT 3670: Consultative Problem Solving**

(Cross-listed with MIS 3670).

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Sophomore classification*

Consultative problem-solving approach to address complex problems in marketing and related fields. Topics include problem definition, issue tree dis-aggregation, hypotheses development and the Pyramid Principle. Development of skills such as formulating problems, structuring and prioritizing problems, synthesizing results and communicating intuition from quantitative analyses. (Typically Offered: Fall, Spring)

## **MKT 3680: Marketing Analytics**

(Cross-listed with MIS 3680).

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 3400 and STAT 2260 or equivalent*

Use of different tools to conduct various analyses to support marketing strategies. Topics include data visualization and exploration, forecasting, social media analytics and other marketing techniques. Development of skills such as structuring problems, and synthesizing results from quantitative analyses. (Typically Offered: Fall, Spring)

**MKT 4100: Promotional Strategy**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

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. (Typically Offered: Fall, Spring)

**MKT 4420: Sales Management**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400 and STAT 2260 or equivalent

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. (Typically Offered: Fall, Spring)

**MKT 4430: Strategic Marketing Management**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 4440 and (MKT 3420 or MKT 4470)

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). (Typically Offered: Fall, Spring, Summer)

**MKT 4440: Fundamentals of Marketing Analytics**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400 and STAT 2260 or equivalent

Marketing research techniques: problem formulation, research design, questionnaire construction, sampling, data collection procedures, and analysis and interpretation of data related to marketing decisions. (Typically Offered: Fall, Spring)

**MKT 4450: Customer Relationship Management**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400 and STAT 2260 or equivalent

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. (Typically Offered: Fall, Spring)

**MKT 4470: Consumer Behavior**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

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. (Typically Offered: Fall, Spring)

**MKT 4480: Global Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

Marketing from a global perspective and familiarity with the problems and perspectives that global companies face. Concepts and principles of marketing strategies, market assessment, identify marketing opportunities, entry decision, emerging markets, effects of political, legal, economic and cultural environments, and decisions relating to segmentation, positioning, branding, product, price, distribution and promotions in a global setting. (Typically Offered: Fall, Spring)

**MKT 4500: Advanced Professional Selling**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400; (IE 4500 or MKT 3420)

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 4510: Omnichannel Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

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. (Typically Offered: Fall, Spring)

**MKT 4520: Sales Enablement Tools and Technology**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

An applied study of the concepts, practice, and technical skills required to perform meaningful analytics in support of professional selling. Topics include: nature and aims of sales analytics; customer relationship management platform basics; sales data structure; data visualization; dashboard construction; predictive analytics; artificial intelligence. (Typically Offered: Fall)

**MKT 4530: Brand Management**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

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. (Typically Offered: Fall, Spring)

**MKT 4540: Entrepreneurial Marketing**

(Cross-listed with ENTSP 4540).

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

Basic understanding of marketing for those interested in creating or working for a start-up or an innovation-oriented company or consultancy. Relevant to marketing roles in entrepreneurial firms across both B2B and B2C markets. Integrates theory and practice, and provides insight into how entrepreneurs take both strategic and tactical marketing decisions in uncertain business environments. For hands-on perspective, incorporates projects involving real-world marketing problems confronting start-ups, and guest talks from entrepreneurs and frequent case analyses. (Typically Offered: Fall)

**MKT 4550X: Managing for Creativity and Innovation**

(Dual-listed with MKT 5550X).

Credits: 3.

*Prereq:* MKT 3400

Understanding the managerial space between how people enhance their individual creativity and the deployment of human and technology resources at group and department levels. Each class session focuses on a different managerial practice (e.g., hiring, assembling teams, job assignments) and how to enhance organizational creativity through them. Psychological and social factors applicable to those practices and that impinge on creativity will be discussed, and business cases related to the practices will be used to close the gap between theory and practice. (Typically Offered: Spring)

**MKT 4560X: Digital Marketing Analytics**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400 and STAT 2260 or equivalent

Digital marketing provides marketers with a lot of consumer data. This course explores topics such as organic and paid search, social media, and email marketing to understand how they contribute to a cohesive online presence. Identification of key performance indicators to determine the performance of the digital marketing activity in each channel, as well as how to leverage these insights to formulate future strategies are key objectives. (Typically Offered: Spring)

**MKT 4570X: Digital Marketing Applications in Customer Journey**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400

When visitors interact with your brand (e.g., website), you want to ensure that they have the most memorable and satisfying experience as possible. A customer journey is a story about your users and their interactions along the various touchpoints as they interact with your organization. Customer journey mapping can shorten and personalize the journey, resulting in a more positive experience. Learn how to build awareness, increase consideration, get conversion, enhance retention, and get customer advocacy so that you lay the foundation for a successful and profitable customer journey. These are sought after skills are key to a digital marketer. (Typically Offered: Fall)

**MKT 4580X: New Product Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* MKT 3400 and MKT 4440

A project-driven course focused on the knowledge and skills needed to successfully develop and launch product or service innovations into today's competitive marketplace. From need identification through conceiving, evaluation, and introduction, this course applies foundational marketing principles and processes along with new concepts such as pricing and forecasting. Student teams will work to turn opportunities and ideas into viable businesses, in collaboration with students studying new product design/development in other colleges. (Typically Offered: Fall, Spring)

**MKT 4590X: Sustainable Marketing**

Credits: 3. Contact Hours: Lecture 3.

Repeatable.

*Prereq:* MKT 3400

Focus on sustainable marketing strategies. (Typically Offered: Fall)

**MKT 4840: Technology, Globalization and Culture**

(Dual-listed with WLC 5840/ ME 5840/ MKT 5840). (Cross-listed with ME 4840/ WLC 4840).

Credits: 3. Contact Hours: Lecture 3.

*Prereq:* Junior or Senior Classification

Cross-disciplinary examination of the present and future impact of globalization with a focus on preparing students for leadership roles in diverse professional, social, and cultural contexts. Facilitate an understanding of the threats and opportunities inherent in the globalization process as they are perceived by practicing professionals and articulated in debates on globalization. Use of a digital forum for presenting and analyzing globalization issues by on-campus and off-campus specialists. Meets International Perspectives Requirement. (Typically Offered: Fall)

**MKT 4900: Independent Study**

Credits: 1-3. Repeatable.

*Prereq: Instructor Permission for Course*

**MKT 4920: Comparative Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 3400*

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. (Typically Offered: Summer)

**MKT 4950: Live Cases in Marketing**

Credits: 3. Contact Hours: Lecture 3.

Repeatable.

*Prereq: MKT 3400*

Teamwork with companies to solve their current marketing challenges. Opportunity to gain critical thinking skills, experience with quantitative analysis, client management experience, professional presentation skills, strategies for effective teamwork, practice giving and receiving feedback, and practical marketing experience. Experience will strengthen student resume, make connections with industry, and practice applying marketing concepts in real-world situations. The companies and challenges will be different each semester. Graduation Restriction: Only 3 credits of MKT 4950 may count as a MKT major or minor choice elective. (Typically Offered: Fall, Spring)

**Courses primarily for graduate students, open to qualified undergraduates:**

**MKT 5010: Marketing**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Enrollment in MBA program or Permission of Department*

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 5420: New Product Strategy and Analytics**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 5010; (Graduate classification or Permission of Instructor)*

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. (Typically Offered: Spring)

**MKT 5470: Consumer Behavior**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 5010; (Graduate classification or Permission of Instructor)*

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. (Typically Offered: Spring)

**MKT 5480X: Customer Relationship Management Strategy and Analytics**

Credits: 3. Contact Hours: Lecture 3.

Companies are shifting their focus from products to customers in response to increased globalization and intensity of competition in most markets. New technologies and tools that capture customer data in real time are now available because of the Internet revolution. These two trends in combination have opened up a new way of addressing customers and capturing value from customers--termed 'Customer Relationship management'. Focus on the adoption of CRM practices and key strategies that contribute to improved customer and firm performance. Key topics covered include CRM definition and strategy, customer satisfaction and loyalty models, social media and customer engagement, retention and churn models, campaign management and customer value metrics and drivers. Use of customer databases and analytical modeling of important CRM outcomes. Offered even-numbered years. (Typically Offered: Spring)

**MKT 5520: Strategic Marketing Analytics**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: major in Business Analytics*

Integrate various concepts to solve problems in marketing. Enhance skills such as formulating problems, structuring and prioritizing problems, synthesizing results and communicating intuition from complicated analyses. Topics include problem definition, issue tree dis-aggregation and the Pyramid Principle. Overview of various newly developed marketing theories and analytical tools.

**MKT 5530X: Brand Management**

Credits: 3. Contact Hours: Lecture 3.

With dwindling product differences, branding has become an important managerial tool for developing competitive advantage. A brand name, and its associated brand equity, is one of the most valuable assets any firm has. Although brand management has been in vogue among select consumer product companies for the last 40 to 50 years, service firms and B2B firms have discovered its usefulness only recently. Moreover, management education has not always paid sufficient attention to managing brands. To address this oversight, this course addresses important branding decisions faced by organizations. We believe that knowledge of theory and practice relating to brand management is a must for every marketing student. (Typically Offered: Fall)

**MKT 5550X: Managing for Creativity and Innovation**

(Dual-listed with MKT 4550X).

Credits: 3.

Understanding the managerial space between how people enhance their individual creativity and the deployment of human and technology resources at group and department levels. Each class session focuses on a different managerial practice (e.g., hiring, assembling teams, job assignments) and how to enhance organizational creativity through them. Psychological and social factors applicable to those practices and that impinge on creativity will be discussed, and business cases related to the practices will be used to close the gap between theory and practice. (Typically Offered: Spring)

**MKT 5680: Marketing Analytics**

(Cross-listed with MIS 5680).

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Graduate classification or Permission of Instructor*

Integration of various concepts to solve problems using appropriate tools. Specifically, the course consist of the following three components: (a) help students develop consultative problem-solving skills; (b) introduce various newly developed consumer behavior theories; (c) provide an overview of quantitative models in the field of marketing analytics. Hands-on experiences to enhance skills such as formulating problems, structuring and prioritizing problems, synthesizing results and communicating intuition from complicated analyses. (Typically Offered: Fall, Spring)

**MKT 5840: Technology, Globalization and Culture**

(Dual-listed with WLC 4840/ ME 4840/ MKT 4840). (Cross-listed with ME 5840/ WLC 5840).

Credits: 3. Contact Hours: Lecture 3.

*Prereq: Graduate classification*

Cross-disciplinary examination of the present and future impact of globalization with a focus on preparing students for leadership roles in diverse professional, social, and cultural contexts. Facilitate an understanding of the threats and opportunities inherent in the globalization process as they are perceived by practicing professionals and articulated in debates on globalization. Use of a digital forum for presenting and analyzing globalization issues by on-campus and off-campus specialists. Meets International Perspectives Requirement. (Typically Offered: Fall)

**MKT 5900: Special Topics**

Credits: 1-3. Repeatable.

*Prereq: Instructor Permission for Course*

For students wishing to do individual research in a particular area of marketing.

**Courses for graduate students:****MKT 6010: Seminar in Consumer Behavior**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MGMT 6010*

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 6020: Marketing Strategy**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MGMT 6010*

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 6030: Marketing Strategy II**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 6010*

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 6040: Marketing Issues in Inter-Organizational Relations**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MGMT 6020*

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 6050: Marketing Analytics: Quantitative Models and Applications**

Credits: 3. Contact Hours: Lecture 3.

Repeatable, maximum of 3 times.

Survey of quantitative methods used in the field of marketing analytics. Topics include discrete choice models, unobserved heterogeneity, endogeneity, Hidden Markov models and other newly-developed techniques. Understand, develop and estimate quantitative models and understand main topics in marketing analytics. Offered odd-numbered years. (Typically Offered: Fall)

**MKT 6060: Seminar in Consumer Behavior II**

Credits: 3. Contact Hours: Lecture 3.

*Prereq: MKT 6010*

A rigorous foundation of the major conceptual and methodological paradigms in the consumer-behavior literature. Seeks to further develop and study issues contained in MKT 6010. Offered odd-numbered years. (Typically Offered: Fall)

**MKT 6500: Research Practicum I**

Credits: 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 6510: Research Practicum II**

Credits: 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 6990: Dissertation**

Credits: 12. Repeatable.

*Prereq: Graduate classification and Permission of Instructor*

Research.