

# MARKETING (MKT)

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**Any experimental courses offered by MKT can be found at:**

registrar.iastate.edu/faculty-staff/courses/explistings/ (<http://www.registrar.iastate.edu/faculty-staff/courses/explistings/>)

**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 342: Foundation Of Personal Selling**

Cr. 3. F.S.

*Prereq: Sophomore status or above*

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.

**MKT 351: Services Marketing**

(3-0) Cr. 3. F.

*Prereq: MKT 340*

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.

**MKT 361: Social Media Marketing Strategy**

Cr. 3.

*Prereq: MKT 340*

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 362: Digital Marketing**

Cr. 3. F.S.SS.

*Prereq: MKT 340*

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.

**MKT 367: Consultative Problem Solving**

(Cross-listed with MIS). Cr. 3. F.S.

*Prereq: Sophomore and above*

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.

**MKT 368: Marketing Analytics**

(Cross-listed with MIS). (3-0) Cr. 3. F.S.

*Prereq: MKT 340*

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.

**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.

**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.

**MKT 443: Strategic Marketing Management**

(3-0) Cr. 3. F.S.SS.

*Prereq: MKT 342, MKT 444*

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.

**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 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.

**MKT 448: Global Marketing**

(3-0) Cr. 3. F.S.

*Prereq: MKT 340*

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.

**MKT 450: Advanced Professional Selling**

(3-0) Cr. 3.

*Prereq: MKT 340 and either MKT 342 or I E 450*

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 451: Sales and Distribution Strategy**

(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 452: Sales Analytics**

Cr. 3. F.

*Prereq: MKT 342*

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.

**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 454: Entrepreneurial Marketing**

(Cross-listed with ENTSP). (3-0) Cr. 3. F.

*Prereq: MKT 340*

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.

**MKT 484: Technology, Globalization and Culture**

(Dual-listed with MKT 584). (Cross-listed with M E, WLC). (3-0) Cr. 3. F.  
*Prereq:* Junior or senior classification for M E 484; graduate classification for M E 584. *MKT 484:* MKT 340. *MKT 584:* Restricted to College of Business graduate classification. Open to other graduate classifications with approval of College of Business Graduate office.

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.

**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.

**MKT 495: Case Competitions in Sales and Marketing**

(3-0) Cr. 3. Repeatable, maximum of 4 times. F.S.

*Prereq:* MKT 340

Practical and complex sales and marketing problems using knowledge and skills learned from previous classes. Hands-on experiences to enhance skills in critical thinking, quantitative analysis and communications through the combination of lectures, in-class exercises and various case competitions. Only 3 credits of MKT 495 may count as a MKT major or minor choice elective.

**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 542: New Product Strategy and Analytics**

(3-0) Cr. 3. S.

*Prereq:* MKT 501 and Graduate Classification or Instructor Permission

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 547: Consumer Behavior**

(3-0) Cr. 3. S.

*Prereq:* MKT 501 and Graduate Classification or Instructor Permission

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 552: Strategic Marketing Analytics**

Cr. 3.

*Prereq:* Business Analytics students only

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 568: Marketing Analytics**

(Cross-listed with MIS). Cr. 3. F.S.

*Prereq:* Graduate Classification or Instructor Permission

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.

**MKT 584: Technology, Globalization and Culture**

(Dual-listed with MKT 484). (Cross-listed with M E, WLC). (3-0) Cr. 3. F.  
*Prereq: Junior or senior classification for M E 484; graduate classification for M E 584. MKT 484: MKT 340. MKT 584: Restricted to College of Business graduate classification. Open to other graduate classifications with approval of College of Business Graduate office.*

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.

**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: Marketing Strategy II**

(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 605: Marketing Analytics: Quantitative Models and Applications**

Cr. 3. Repeatable, maximum of 3 times. Alt. F., offered odd-numbered years.

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.

**MKT 606: Seminar in Consumer Behavior II**

Cr. 3. Alt. F., offered odd-numbered years.

*Prereq: MKT 601*

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 601.

**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.