

MARKETING - MKT

MKT 506 Foundations of Marketing Management 3 Credits

This course addresses the following topics that constitute modern marketing management in the 21st century: Developing marketing strategies and plans; Capturing marketing insights and performance; Connecting with customers; Building strong brands; Shaping the market offerings; Delivering and communicating value; and Creating successful long-term growth.
Offered: every fall & spring.

MKT 511 Mobile Marketing & Business 3 Credits

With the widespread adoption of mobile technologies by consumers, mobile devices have become a new and powerful marketing channel. This course is designed to help students understand the underlying hardware and software technologies critical for mobile business, key mobile marketing strategies, mobile e-commerce, app marketing and analytics, and future trends in mobile marketing and business. The course will also cover important managerial issues including mobile IT security, the BYOD (Bring Your Own Device) trend and corporate policies for governing the use of mobile devices by employees.
Prerequisite: MKT 506.
Offered: occasionally.

MKT 614 Retailing 3 Credits

The retailing industry is undergoing tremendous disruption with the explosive growth of e-commerce. Multi-channel retailing is becoming the norm and the marketing challenges are many, including delivery of omni-channel customer experiences. This course is a study of the many challenges in retail management today using one of the leading textbooks on the topic. Student activities in the course include midterm and final exams, assignments and discussions.
Prerequisite: MBA 506 or MKT 506.
Offered: every summer.

MKT 630 Marketing Strategy 3 Credits

Through the use of case analysis and computer simulation games, students will develop skills in applying and evaluating strategic marketing decisions. This course builds on the MBA 506 Foundation of Marketing Strategy course in that students will be expected to have mastered material in that course and be able to apply it to a series of cases or simulations of a competitive market environment. Application of statistical and other computer-based analytical techniques also go beyond what is covered in the foundation course. Strategic decisions in the cases used will be taken from a combination of the following strategic decision areas of marketing, the choice of which areas depending on the expertise of the instructor delivering the course and the nature of the cases available: 1) Product and Service Decisions, 2) Pricing and Related Decisions, 3) Integrated Marketing Communications Decisions, and 4) Supply Chain Marketing Decisions. Organization and control factors essential to implementation of effective marketing strategy that would be used in this course include 1) Developing and implementing a marketing budget, 2) Sales forecasting approaches and techniques, 3) Financial Statement Analysis, 4) Compensation planning for sales and marketing personnel, and 5) Marketing controls and Marketing Information Systems.
Prerequisite: MBA 506 and MBA 508 or MKT 506 and FIN 508.
Offered: every fall, spring, & summer.

MKT 632 Marketing Data Analytics 3 Credits

This course is an introduction to big data and data analytics for business, data visualization, business intelligence (BI), data and text mining, and sentiment analysis. Students learn to use data visualization, dashboard, and data analytics software.
Prerequisite: MBA 506 or MKT 506.
Offered: every fall & spring.

MKT 634 Consumer Behavior 3 Credits

This course focuses on the application of information from the behavioral sciences (e.g. psychology, sociology, anthropology) to help understand consumer behavior. Emphasis is placed on understanding the factors that influence consumer behavior and developing the ability to apply this information to the practice of marketing. Additionally, students are encouraged to consider their own personal consumption behavior and to identify ways they can improve their consumption decision outcomes and reduce their susceptibility to undesirable external influences. Course topics include perception, memory, learning, persuasion, attitudes, materialism, behavioral decision theory, family and cultural influences.
Prerequisite: MBA 506 or MKT 506.
Offered: occasionally.

MKT 635 Sales Management 3 Credits

This course focuses on the activities and problems of first line field sales managers. Subjects include organizing the sales force, recruiting, training, personal selling, compensating and motivating the sales force, territory design, evaluation, and control of the sales force.
Prerequisite: MBA 506 or MKT 506 or MBA 843.
Offered: occasionally.

MKT 636 International Marketing 3 Credits

Issues involved in entering operations in an overseas market. Focus on identifying opportunities in world markets and adapting strategies to fill specific national market needs, inventory movement within the supply chain, network configuration and location, capacity and demand management, the value of information, strategic alliance, new product development, and technology and information impact in a global environment.
Prerequisite: MBA 506 or MKT 506 or MBA 843.
Offered: occasionally.

MKT 639 New Product Strategy 3 Credits

This course examines marketing's increasingly important role in new product development. Advances in communication technologies have worked to enhance the customer's role in the new product development process for both consumer and industrial goods. A key role of marketing is to bring the 'voice of the customer' into the new product development process in a way that facilitates customer satisfaction. New technologies are also speeding up the new product development process and shortening product and brand life cycles. This course employs a 'learn-by-doing' approach to understanding concepts, techniques, tools, models and methods employed by marketing at various stages in the development and launch of new products.
Prerequisite: MBA 506 or MKT 506 or MBA 843.
Offered: occasionally.

MKT 648 Digital Marketing Strategies 3 Credits

Exact topics to be covered depend on recent advances and applications in digital marketing and social media.
Prerequisite: MBA 506 or MKT 506 or MBA 843.
Offered: occasionally.

MKT 664 Search Marketing 3 Credits

Search Engine Marketing (SEM) has become one of the most important marketing strategies for business organizations. SEM involves a variety of techniques designed to increase a company's visibility on popular search engines like Google, Yahoo and Bing. The course will cover Search Engine Optimization (SEO) strategies involving website development and web analytics as well as Pay-Per-Click (PPC) strategies using advertising programs like Google AdWords. As companies increasingly compete to drive customers to their websites, the skills covered in the course are becoming essential for modern marketing professionals and web designers.

Prerequisite: MBA 506 or MKT 506.

Offered: occasionally.

MKT 843 Foundations of Marketing Management 3 Credits

This course provides a survey of the various environmental factors that affect marketing strategy decisions as well as the variety of strategic marketing decisions themselves. It also examines the research and other information gathering techniques available to managers and the psychological and economic foundations for consumer and buyer behavior. An understanding of buyer behavior is applied to the preliminary steps of segmentation of markets, targeting of segments and positioning of market offerings. The breadth of the material covered in this course prohibits an in-depth treatment in any area, yet cases and other forms of application to real world problems are used throughout the course to develop a richer understanding of the material covered.

Offered: every spring.