COURSES FOR MARKETING

Marketing Courses

MKT510 Product Design Marketing Strategy
Hours 3
An intensive investigation of the process of new product development, including its role in the organization, analysis of market opportunities, creative idea generation, concept screening, design, forecasting, manufacturing, and launch. Teaching emphasis is on processes, tools, and techniques. A group project provides real-world product development experience.

MKT511 Supply Chain Management
Hours 3
MKT 511 is a graduate (master’s) level counterpart to MKT 411 Supply Chain Management. Its focus is on providing a managerial perspective of best practice supply chain management. The course encompasses the collaborative strategies and planning processes needed to build and manage supply chains for systemic effectiveness and efficiency. It will be offered cotermiously with MKT 411 during each spring semester. The target students for MKT 511 are MBA’s with marketing concentrations and master of arts (MA) and master of science (MSC) students in marketing. Graduate students in other degree programs may also enroll as an elective for graduate credit.
Prerequisite(s): MKT 518

MKT518 Marketing Management & Decision Making
Hours 3
A combination of lectures and cases is used to examine and analyze the marketing process. Emphasis is on decision making: the refinement of skills needed to recognize and solve marketing problems, and to effectively communicate recommendations both within and without the organization. The following components of the marketing mix are examined: product management, pricing, promotion, personal selling, buyer behavior, marketing channels, distribution, and segmentation.

MKT522 Advanced Supply Chain Strategy
Hours 3
Supply Chain Strategies are key to firms developing a sustainable competitive advantage. This course addresses the changing and increasingly important role of supply chain management from a strategic standpoint. Topics include Distribution Strategy, Inventory & Information Strategy, Demand Management, Operations Integration, Outsourcing, Partnering & Customer Relationship Strategy, Redesign & Contingency Planning, Reverse Logistics, Strategic Sourcing, Technology and Sustainability. The main objective of the course is to teach the participants how to develop a comprehensive supply chain to support overall business objectives. The course is case based giving the student pragmatic training for their first career placement.

MKT530 Advanced Marketing Analysis
Hours 3
This course for Master of Science in Marketing and second-year MBA students concerns the generation of marketing research results to help make marketing decisions. The course is designed to complement and build on the skills acquired in Marketing 518, the Survey of Marketing course. The core of Marketing 530 is decision-relevant data; planning its acquisition; getting it from a variety of internal, secondary and primary sources; analyzing it; and using it as the basis of decisions. The course also provides students with marketing analytics-centered skills (ANOVA, regression, factor and cluster analysis). Knowledge developed in the courses can be applied in the fields of market management, product management and project management. This course also helps prepare students to successfully complete team-based projects (Marketing 581) in the spring semester.

MKT531 Consumer Insights
Hours 3
An examination of how service firms achieve and maintain marketing excellence via customer insights. This course will help students become astute discoverers of business-relevant consumer insights through the use of framework, concepts, tools, and techniques to understand the hearts, minds, and motives of consumers.

MKT537 Personal Selling
Hours 3
To understand the basic concepts and principles surrounding personal selling including the sales process and emerging advanced sales topics.

MKT538 Sales Management
Hours 3
The Sales Management course builds on the basic sales process taught in Professional Sales by focusing on Account Management and Team Management.
Prerequisite(s) with concurrency: MKT 537

MKT539 Customer Relationship Management
Hours 3
This course focuses on key account management from a foundations, technology, and real world perspective. The course will provide students a deep dive into how to best manage customer relationships to drive ongoing “customer success” with products that keeps customer buying and using products.
Prerequisite(s): MKT 537

MKT540 Introduction to Digital and Social Media Marketing
Hours 3
This course will address the distinct needs of digital and social media in the area of marketing. Opportunities for application of these skills to real-world business situations will be given to students. The course covers theory along with the tactical elements of creating and branding digital and social media content for companies and organizations.
Prerequisite(s): Master's
MKT542 Digital and Social Media Analytics
Hours 3
This course will give students experience and exposure to advertising analytics in digital and social media. Special focus will be placed on Google AdWords and Google Analytics – the premiere digital advertising and analytics program online at this time. Students will analyze current professional literature on digital and social media analytics and focus on return on investment of online advertising and analytics for businesses and organizations.

Prerequisite(s): Master’s
Prerequisite(s) with concurrency: Co-requisites MKT 540 or MKT 543

MKT543 Advanced Digital and Social Media Projects and Studies
Hours 3
This course will give students real world experience in using social media professionally. Students will work in teams on live social media projects with a professional organization while learning Return on Investment strategies and analytical skills.

Prerequisite(s): Masters, MKT 540

MKT587 Advanced Market Strategies
Hours 3
An in-depth examination and evaluation of strategic thinking behind marketing decisions. This course focuses on utilizing market intelligence in problem identification, analysis, solving, and communication in order to plan effective and customized tactics constructing a company’s marketing strategy. This course uses a combination of cases and marketplace simulation to deeply examine and analyze strategic marketing problems. The course is designed to be completed in small teams with heavy emphasis on applied learning.

MKT591 Independent Study
SP
Hours 1-6
This course allows students to work one-on-one with faculty on a topic mutually agreed on by the faculty and student.

Special Topics Course

MKT592 Internship
Hours 3
Students work for an organization in an approved business or public sector setting. The internship is administered through the Master of Science in Marketing program.

MKT595 Client-Based Marketing Consultant Projects
Hours 3
This course is devoted entirely to the completion of real-world marketing projects for specific organizational clients. Teams are created based on skills and interests as well as the needs of the clients. The scope of each project is determined by the needs of the client, but it typically is based in decision-making insights from marketing research and involves one or more of such marketing-oriented tasks as: market segmentation and target marketing activities associated with a proposed new product, service, or strategic initiative; the gathering and application of marketing research pertinent to an important GO/NO GO decision by the firm; gauging specific reaction from the potential customer market regarding a proposed new initiative by the client; evaluating the potential competitive advantage of a strategic or tactical move by the firm; creation of and implementation of a plan for research, promotion, launch, pricing, and/or distribution for some aspect of the firm’s business. This course is unique. It allows students to use the skills and knowledge that they have acquired in graduate marketing courses as well as build new skills in marketing analysis, project management, client relationship building/maintenance skills, communications, decision-making, and leadership.

MKT596 Capstone Project
SP
Hours 1-3
This course requires the student to apply his/her knowledge of the field of Marketing to recognize operational problems in the field. Further, the student must provide evidence of his/her abilities to communicate understanding of the problem, describe the analysis performed and organize this material effectively for both a written report and corresponding oral presentation.

MKT597 Special Topics In Marketing
SP
Hours 1-6
This course offers faculty a chance to present topics of interest to themselves and to marketing students.

Special Topics Course

MKT599 Thesis Research
Hours 1-6
A course designed to focus on student’s independent research projects.

MKT613 Consumer Behavior
Hours 3
This course will focus on exposing PhD students to academic research related to understanding how and why people consider, choose, use, and evaluate goods and services. Offered spring semester, every other year.

MKT674 Measurement & Structural Equation Modeling
Hours 3
A course that covers measurement theory and how it is applied in scientific research. Students learn to construct effective questionnaires, to develop psychometrically-sound measures of constructs, and to assess measure reliability and validity. Quantitative methods, including exploratory factor analysis, confirmatory factor analysis, and structural equation modeling, are emphasized. Offered fall semester.
MKT688 Quantitative Modeling in Marketing
Hours 3
This course covers multiple approaches to quantitative analysis of marketing data. Modeling skills are developed through analysis of actual data and examination of published applications. Analysis approaches include both dependence models, such as multiple regression and MANOVA, and interdependence models, such as factor analysis. Offered fall semester.

MKT690 Theory Development and Use
Hours 3
This course provides an overview of the role of theory in academic research. The course begins with an introduction of philosophy of science concepts and follows with discussions of what constitutes theory and the importance and role of theory in academic research. To provide students with an appropriate background, various theories are discussed in-depth throughout the semester along with applications of those theories in the literature. Offered every fall semester.

MKT691 Graduate Seminar In Mkt
Hours 3
Through the reading of this course, we will explore in depth several specific areas that are informed by strategic marketing thought. We will not only trace the development of theory in marketing strategy, but chart several courses for future research.

MKT697 Marketing- Special Topics
SP
Hours 3
This course offers faculty a chance to present contemporary research and practice topics of interest to marketing students.

Special Topics Course

MKT698 Research In Marketing
Hours 1-6
A course designed to focus on students’ independent research projects.

MKT699 Dissertation Research
Hours 1-12
This independent research course partially fulfills required doctoral-level research dissertation hours toward the doctoral degree. Under the guidance of their dissertation advisor, students conduct research toward the completion of their doctoral dissertation. Employing various research techniques and methodologies, students work on theoretical and/or applied research topics with the aim of making a novel contribution to the field.