

# 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.

### **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.

### **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 Intro to Digital/Social Media**

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: 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**

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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 Mkt Consult Proj**

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**

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**

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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.

**MKT614 Consumer Psychology Seminar**

Hours 3

This PhD seminar introduces students to research on consumer psychology. Readings will cover a wide range of classic and contemporary approaches to consumer psychology research and prepare students to conceptualize research projects in the consumer psychology domain.

Prerequisite(s): Admission to the Ph.D. program in Business Administration or with instructor approval

**MKT621 Marketing Management**

Hours 3

This PhD seminar introduces students to research that explores how marketing can create value for consumers and the firm. Topics could include discussions of the effects of service, sales, marketing technology, product, pricing, promotion, and other marketing investments on consumer attitudes, spending, and firm performance.

Prerequisite(s): Admission into the Business Administration Ph.D. Program

**MKT622 Marketing Strategy Seminar**

Hours 3

The PhD seminar introduces students to research that explores the influence of marketing on the strategic direction of the firm and the effects of marketing assets, investments, and decisions on firm performance.

Prerequisite(s): Admission to the Ph.D. program in Business Administration or with instructor approval

**MKT670 Introduction to Research Methods in Marketing**

Hours 3

This PhD seminar introduces various research methods to studying marketing phenomena. Students will be exposed to the varying methodologies, learn about their core assumptions, and discuss how they are applied to study consumer behavior and marketing strategy research questions.

Prerequisite(s): Admission to the Ph.D. program in Business Administration or with instructor approval

**MKT671 Behavioral Research Methods in Marketing**

Hours 3

This course is intended to introduce doctoral students to commonly used behavioral research methods in marketing. An emphasis will be placed on the design and analysis of experimental research in marketing.

Prerequisite(s): Admission to the Ph.D. program in Business Administration or with instructor approval

**MKT672 Strategy Research Methods in Marketing**

Hours 3

This course is intended to introduce doctoral students to commonly used strategy research methods in marketing. An emphasis will be placed on collecting, analyzing, and reporting the results from secondary data.

Prerequisite(s): Admission to the Ph.D. program in Business Administration or with instructor approval

**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 assessments of reliability and validity, multiple regression, ANOVA, PLS, and structural equation modeling.

**MKT697 Marketing- Special Topics**

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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 1-9

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.