

# MKTG - MARKETING

## MKTG 602 Marketing Metrics

**Credits 3. 3 Lecture Hours.** Utilization of various data and statistical modeling to measure the effectiveness of marketing activities; focus on designing and testing a variety of modeling and mathematical techniques for the optimization of marketing profitability. **Prerequisites:** MKTG 321, MKTG 409, or MKTG 621.

## MKTG 604 Data Visualization for Marketers

**Credits 3. 3 Lecture Hours.** Summarization, analyzation and interpretation of complex data using graphical representation of statistics to inform and drive business decisions, including long and short term forecasting; data analysis and design principles to effectively explore data and communicate insights from data using visualization techniques; effective use of computer applications to analyze, interpret and visualize complex data. **Prerequisites:** MKTG 321, MKTG 409, or MKTG 621.

## MKTG 613 Marketing Management

**Credits 1 to 3. 1 to 3 Lecture Hours.** Core MBA marketing class examines history of marketing, environment that impacts marketing decisions of firms and consumers, buyer behavior, marketing ethics, marketing research, market segmentation, product positioning, new product management, and strategic challenges associated with integrating major marketing mix decision elements; product, price, distribution, and promotion. May be repeated for up to 3 hours of credit. Classification 6 students may not enroll in this course. **Prerequisite:** Enrollment is limited to BUAD classification 7.

## MKTG 621 Survey of Marketing

**Credits 3. 3 Lecture Hours.** Marketing concepts and decisions associated with developing marketing strategies; topics include product, pricing, distribution, and promotion. Note: Course may not be used for elective credit by a master's candidate in business administration.

## MKTG 625 Marketing Analytics I

**Credits 3. 3 Lecture Hours.** Analysis of business data using mathematical statistics aided by computer software applications in order to make enhanced data-based decisions; conducting market performance analysis and forecasting future firm performance using statistical methods, and combining data analytic techniques and case studies to understand how to solve marketing analytic problems in a scientific and process-driven manner. **Prerequisite:** MKTG 621 or equivalent.

## MKTG 626 Marketing Analytics II

**Credits 3. 3 Lecture Hours.** Emphasis on data-driven business and marketing strategies; focus on various state of the art methodologies and platforms (i.e., software) to deploy and develop business strategies; exploration, summarization, and interpretation of various methods and data using SAS, R, and SQL; survey of data cases where specific business/marketing problems are solved using data and methods; exposure to recent developments in technologies (i.e., development in ML/AI, Robotics, and various newer platforms). **Prerequisite:** MKTG 625.

## MKTG 630 Marketing Analytics and Consulting

**Credits 3. 3 Lecture Hours.** Application of marketing analytics knowledge through the planning and execution of marketing analytics projects for businesses. **Prerequisite:** MKTG 625.

## MKTG 635 Marketing Analytics and Pricing

**Credits 3. 3 Lecture Hours.** Advanced quantitative techniques and analytical tools that provide insights into the nature of consumer demand and its response to changes in the marketing mix, with a focus on pricing. **Prerequisite:** MKTG 625.

## MKTG 636 Strategic Sales Leadership

**Credits 3. 3 Lecture Hours.** Examination of the core business processes of securing, developing, and maintaining long-term relationships with profitable customers in the business-to-business market domain, whether by one-to-one seller-buyer interactions or technology-driven processes. **Prerequisites:** Graduate classification.

## MKTG 637 Selling Financial Products and Services

**Credits 3. 3 Lecture Hours.** Exploration of financial products and services specific to the banking industry; study of marketing and sales skills to represent major banking products and services to clients and prospects of commercial banks; marketing and sales strategies and processes of commercial banks that result in successful positioning of the bank in its trade territory; application of consultative sales process, identification of personality styles and temperaments and effective presentation skills. **Prerequisite:** MKTG 321 or MKTG 621.

## MKTG 638 Strategic Foundations of E-Commerce

**Credits 3. 3 Lecture Hours.** Implications of increasing electronic interactivity between consumers and firms; migration of products to the electronic marketplace and its effects on the marketing channel; Internet's impact on marketing mix decisions; competitive advantage; public policy issues. **Prerequisite:** MKTG 613 or MKTG 621 or equivalent.

## MKTG 641 Service Quality in Healthcare

**Credits 3. 3 Lecture Hours.** Preparation for a career in healthcare leadership by focusing on opportunities to improve the service experience of patients, providers and other stakeholders; improve the quality of life; enhance the efficient and effective use of healthcare resources. **Prerequisites:** MKTG 321, MKTG 409, or MKTG 621.

## MKTG 643/PHPM 626 The Business of Healthcare

**Credits 3. 3 Lecture Hours.** Preparation for contributing to the healthcare system by gaining an understanding of selected business of healthcare topics such as the role of healthcare in the economy, the cost of healthcare, the patient experience, technology and ethics. **Prerequisites:** Public Health or Business majors; or approval of instructor. **Cross Listing:** PHPM 626/MKTG 643.

## MKTG 644 HealthTech for Improving Customer Care

**Credits 3. 3 Lecture Hours.** Contemporary examination of the development, marketing and co-created value-in-use aspects of technology products (e.g., databases, applications, mobiles, wearables) in the health industry used to improve the delivery, payment, and/or consumption of care. **Prerequisites:** MKTG 321, MKTG 409, or MKTG 621.

## MKTG 650 Analyzing Consumer Behavior

**Credits 3. 3 Lecture Hours.** Concepts, theories, and techniques applicable to obtaining a sophisticated and empirically-based understanding of consumer motivation, attitudes, decision-making processes, and responses to marketers' actions; application of consumer psychology and behavioral decision making to managerial and public policy insights. **Prerequisite:** MKTG 613 or MKTG 621 or equivalent.

## MKTG 656 Branding and Marketing Communication

**Credits 3. 3 Lecture Hours.** Customer-based brand equity and positioning, brand objectives, communication processes, customer decision stages, creative and media strategies including traditional, grassroots, and social media, measuring advertising effectiveness and return on marketing investment. **Prerequisite:** MKTG 613 or MKTG 621 or equivalent.

## MKTG 660 Marketing Consulting

**Credits 3. 3 Lecture Hours.** Application of marketing knowledge through the planning and execution of marketing projects for businesses. **Prerequisites:** MKTG 621 or equivalent.

## MKTG 665 Research for Marketing Decisions

**Credits 3. 3 Lecture Hours.** Methodology for generating and using information related to problems in marketing decision-making; primary and secondary research methodology and analytical techniques; guidelines for designing and conducting research projects; advanced Excel training via analytics projects with large sales and business data. **Prerequisites:** MKTG 613 or MKTG 621 or equivalent; basic statistics course.

## MKTG 670 Professional Development and Trending Topics

**Credits 1 to 3. 1 to 3 Lecture Hours.** Seminar on the application of marketing concepts and theories through guest lectures and discussions with marketing-thought leaders in business and academia. May be taken two times for credit. **Prerequisite:** MKTG 621 or equivalent.

## MKTG 671 Innovation and Product Management

**Credits 3. 3 Lecture Hours.** Strategy and management of the new product development process, portfolio management and innovation charters for new products; topics include creativity, trade-off analysis, concept testing, design and launch. **Prerequisite:** MKTG 613 or MKTG 621 or equivalent.

## MKTG 673 Services Marketing

**Credits 3. 3 Lecture Hours.** Marketing concepts and strategy as applied to service organizations, unique characteristics of services, marketing challenges posed by those characteristics and ways to meet those challenges effectively. Special emphasis on service quality. Classification 6 students may not enroll in this course. **Prerequisite:** MKTG 613 or MKTG 621 or equivalent, or approval of instructor.

## MKTG 675 Marketing Strategy

**Credits 1 to 3. 1 to 3 Lecture Hours.** Marketing management as it relates to overall organizational goals: marketing strategy concepts and interdependencies with strategy at the corporate and business unit levels and in other functional areas; impact of digital technologies and environmental sustainability on marketing strategy. Classification 6 students may not enroll in this course. **Prerequisites:** MKTG 613 or MKTG 621 or equivalent; graduate classification in business administration.

## MKTG 677/IBUS 677 Multinational Marketing Management

**Credits 3. 3 Lecture Hours.** Theoretical and empirical materials on multinational marketing; nature and justification of international trade, analysis of environments faced by multinational firms and formulation of multinational marketing strategy. Classification 6 students may not enroll in this course. **Prerequisite:** MKTG 613 or MKTG 621 or equivalent. **Cross Listing:** IBUS 677/MKTG 677.

## MKTG 680 Seminar in Buyer Behavior

**Credits 3. 3 Lecture Hours.** Detailed examination of the literature in consumer and industrial buyer behavior with emphasis on conceptual and empirical issues; critical analysis of buyer behavior theory. Classification 6 students may not enroll in this course. **Prerequisites:** MKTG 650 or equivalent; doctoral classification.

## MKTG 682 Seminar in Marketing Strategy Research

**Credits 3. 3 Lecture Hours.** Review of research on marketing strategy content; formulation process and implementation related issues; includes antecedents, outcomes, mediators and moderators of the relationship between marketing strategy and performance; strategic marketing alliances; market pioneering; multimarket competition; global competitive strategy; interdependencies between marketing, business and corporate strategy. Classification 6 students may not enroll in this course. **Prerequisite:** Doctoral classification.

## MKTG 684 Professional Internship

**Credits 1 to 6. 1 to 6 Other Hours.** Directed internship in an organization to provide students with on-the-job training with professionals in organizational settings appropriate to the students' professional objectives. Classification 6 students may not enroll in this course. **Prerequisite:** Approval of committee chair and department head.

## MKTG 685 Directed Studies

**Credits 1 to 4. 1 to 4 Other Hours.** Directed study of selected problems using recent developments in business research methods. Classification 6 students may not enroll in this course. **Prerequisite:** Approval of instructor.

## MKTG 687 Seminar in Marketing Models

**Credits 3. 3 Lecture Hours.** Review and discussion of the foundations of modeling and recent developments in research using marketing models. The seminar is designed to provide participants with new ways to think about modeling marketing phenomena and enable them to generate new ideas, research topics, and modeling applications for marketing problems. **Prerequisite:** Doctoral classification.

## MKTG 688 Doctoral Seminar

**Credits 3. 3 Other Hours.** Historical development of the conceptual framework of marketing theory and practices; analysis of current research and controversial issues in the field. May be repeated for credit three times. Students may take up to two sections of this course in the same semester. Classification 6 students may not enroll in this course. **Prerequisite:** Doctoral classification.

## MKTG 689 Special Topics in...

**Credits 1 to 4. 1 to 4 Lecture Hours. 0 to 4 Lab Hours.** Selected topics in an identified area of marketing. Classification 6 students may not enroll in this course. May be repeated for credit.

## MKTG 691 Research

**Credits 1 to 23. 1 to 23 Other Hours.** Research for thesis or dissertation. Classification 6 students may not enroll in this course.

## MKTG 705 Market and Customer Insights

**Credits 1 to 4. 1 to 4 Lecture Hours.** Strategic challenges in understanding customers, both in consumer and business markets; customer decision-making, buyer behavior, market segmentation, marketing environment and marketing research. **Prerequisite:** For Master of Science in Business students only.

## MKTG 710 Strategic Marketing Decisions

**Credits 1 to 4. 1 to 4 Lecture Hours.** Key decisions made by marketing managers; development and management of goods and services; product position; pricing of offerings; managing brand portfolios and communication strategies; structuring and managing channels of distribution. **Prerequisite:** For Master of Science in Business students only.