MKTG - MARKETING

MKTG 602 Marketing Metrics
Credits 3.3 Lecture Hours. Utilization of multiple systems to gauge effectiveness of campaigns and optimize marketing profitability. Prerequisites: MKTG 321, MKTG 409, or MKTG 621.

MKTG 604 Data Visualization for Marketers
Credits 3.3 Lecture Hours. Summarize, analyze and interpret complex data using graphical representation to inform and drive business decisions; data analysis and design principles to effectively explore data and communicate insights from data using visualization techniques. 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 and management of popular statistical packages for the purpose of enhanced data-based and empirically-driven marketing decisions; using and executing 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. Advanced analysis and management of popular statistical packages with a focus on large data sets and marketing decision-making. 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 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, grassroot, 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. 1 Lecture Hour. 4 Lab Hours. Application of marketing knowledge through the planning and execution of marketing projects for businesses. May be repeated one time for credit. Prerequisite: 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. Classification 6 students may not enroll in this course. Prerequisites: MKTG 613 or MKTG 621 or equivalent; basic statistics course.

MKTG 667 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 660 Marketing Consulting
Credits 3. 1 Lecture Hour. 4 Lab Hours. Application of marketing knowledge through the planning and execution of marketing projects for businesses. May be repeated one time for credit. Prerequisite: MKTG 621 or equivalent.

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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.