Marketing (MKTG)

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MKTG 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 2201. Introduction to Marketing. 4 Hours.
Provides an overview of the role of marketing in business and society. Considers the planning, implementation, and evaluation of marketing efforts in consumer and business-to-business companies, in service and goods companies, and in for-profit and nonprofit organizations. Also examines contemporary issues in marketing that can affect organizational success. A term project is used to enable students to apply their learning about the fundamentals of marketing.

MKTG 2202. Introduction to Marketing in a Global Context. 4 Hours.
Covers the role of marketing in business and society. Considers the planning, implementation, and evaluation of marketing efforts in consumer and business-to-business companies, in services and goods companies, and in for-profit and nonprofit organizations. Focuses on the cultural, social, and political challenges faced by global firms as they conduct market research and develop and vary marketing strategies to be successful in multiple markets internationally. Also examines contemporary issues in marketing that can affect organizational success. Requires students to apply their learning about the fundamentals of marketing in a term project.

MKTG 2209. Introduction to Marketing. 4 Hours.
Does not count as credit for business majors. Counts as MKTG 2201 for business minors only.

MKTG 2301. Marketing and Society. 4 Hours.
Examines the role of marketing and business in society's central contemporary problems as well as the way marketing can take a positive and influential role in the efforts to address these problems. Reviews some of our society's main problems and a critical view of marketing and business in today's world. Also examines changing marketing practices and roles for businesses as firms and institutions become more socially responsible and ethically aware. Introduces and analyzes the role of prosocial marketing, how marketing can influence people's behavior for advancing a socially desirable change. Offers students an opportunity to better understand our society and enhance an ethical mind-set, while highlighting the ways marketers can contribute to societal well-being.

MKTG 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 3301. Marketing Management. 4 Hours.
Focuses on the marketing process through the use of case studies simulating actual business settings and marketing challenges. Develops skill in marketing decision making, critical analysis, and communication. Topics include techniques for undertaking market analysis, marketing strategy (segmentation and positioning), and marketing implementation (4 Ps). A marketing plan project is used to enable students to apply their understanding about the marketing process.

MKTG 3401. Marketing Research. 4 Hours.
Focuses on the marketing research process and the analysis of data using statistical software. Helps students develop an understanding of consumer attitudes and behavior processes as the basis of the design of marketing problems. Topics include problem definition, research design, sampling, attitude measurement, questionnaire design, data collection, and data analysis. Students are expected to work on group projects. The course requires no previous computer experience. Requires prior completion of 56 SH toward degree.

MKTG 3501. Marketing Analytics. 4 Hours.
Studies the importance of using an analytical approach to support marketing decision making in organizations and offers students an opportunity to learn how to implement such an approach in practice. Focuses on data science in marketing: identifying and acquiring the right data for addressing different marketing challenges, building skills necessary for conducting relevant quantitative analyses, and guiding how to use obtained insights to make better marketing decisions. Topics may include product innovation, market identification and segmentation, customer valuation, media attribution models, and assessment of digital and social media. Students are expected to apply statistical concepts and use relevant software packages for analyzing marketing datasets.

MKTG 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 4220. Marketing in Asia. 4 Hours.
Studies the opportunities and challenges associated with the increasing globalization of Indian and Asian markets. During this Dialogue of Civilizations, students study key environmental forces shaping consumer needs and preferences, the impact of foreign political and economic factors on entering companies, the influence of international competition, market segmentation, and strategy decisions specific to Asian marketing. Examines the impact of cultural, social, political, and economic factors on marketing strategies. Offers students an opportunity to learn how to determine when to use different market entry and penetration strategies and how to examine the different skills and systems required to implement marketing strategies in India and broader Asia. May be repeated without limit.

MKTG 4420. Sales Management. 4 Hours.
Focuses on the entire sales effort. Offers students the opportunity to apply a proven selling process and present compelling solutions to customers. Topics include how to translate product features into buyer benefits, how to handle customer objections, and how to close sales and deals. Covers team selling and relationship marketing. Intended for students interested in a sales career as well as future product managers who must rely on the sales force to introduce new products and promotions.

MKTG 4502. Marketing in the Service Sector. 4 Hours.
Provides a basic treatment of methods and techniques for marketing in the service sector, which includes sports, recreation, public service, banking, insurance, and hotels. Analyzes a number of descriptive studies covering the application of marketing principles in key service areas as well as the principles themselves.
**MKTG 4504. Advertising and Brand Promotion. 4 Hours.**
Focuses on managing and integrating marketing communications in relation to a company's overall marketing objectives. Includes advertising; creative and media strategy; the communication process; direct and interactive marketing; consumer and trade promotions; public relations; and the social, ethical, and economic considerations underlying marketing communications in the twenty-first century.

**MKTG 4506. International Marketing. 3 Hours.**
Develops understanding of the opportunities and challenges facing the international marketing executive, the decision-making process in marketing goods abroad, and the environmental forces—economic, cultural, and political—affecting the marketing process in the international marketplace.

**MKTG 4508. Digital Marketing. 4 Hours.**
Examines the impact of technology on the marketing of goods and services. Focuses on the Internet and the World Wide Web. Investigates recent trends in e-business and identifies marketing strategies that work in this new environment. Introduces students to frameworks that help explain current issues in electronic marketing. Although the focus is on Internet marketing strategy, phenomena such as television home shopping and database marketing are also explored. Readings, cases, discussions, lectures, guest speakers, student reports, and exercises on the World Wide Web are all utilized.

**MKTG 4510. New Product Development. 4 Hours.**
Provides an overview of the new-product-development process, with an emphasis on customer involvement in this process. Detailed insights are provided on such topics as new-product strategy, idea generation, idea selection and evaluation, concept development and testing, product development and testing, and market testing and product launch.

**MKTG 4512. International Marketing. 4 Hours.**
Introduces those aspects of marketing that are unique to international business within the framework of traditional functional areas of marketing. Focuses on the environment and the modifications of marketing concepts and practices necessitated by environmental differences. Topics include cultural dynamics in international markets, political and legal environmental constraints, educational and economic constraints, international marketing research, international marketing institutions, and marketing practices abroad.

**MKTG 4990. Elective. 1-4 Hours.**
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

**MKTG 4993. Independent Study. 1-4 Hours.**
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations.

Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

**MKTG 6200. Creating and Sustaining Customer Markets. 3 Hours.**
Focuses on marketing analysis and planning. Emphasizes analysis of customer needs and company and competitor capabilities. This analysis forms the basis of a sound marketing strategy that provides value to customers in a way superior to competitors. Discusses how to deliver this strategy through the development of an integrated marketing program covering product offerings, pricing, promotion, and distribution. Includes professional accounting students.

**MKTG 6206. International Marketing. 3 Hours.**
Develops understanding of the opportunities and challenges facing the international marketing executive, the decision-making process in marketing goods abroad, and the environmental forces—economic, cultural, and political—affecting the marketing process in the international marketplace.

**MKTG 6208. Marketing and Customer Value. 4 Hours.**
Examines the role of marketing as an organizational function and a set of processes in creating, communicating, and delivering offerings that provide superior value to customers. Gives students an opportunity to develop skills in market analysis, including customer, competitor, and company analysis, as well as decision-making capabilities in both marketing strategy and implementation. Emphasizes methods for the identification, acquisition, and retention of customers in a way that provides mutual value to the customer and the organization in the context of a global business environment.

**MKTG 6210. Marketing Research. 3 Hours.**
Provides an overview of the major qualitative and quantitative marketing research methodologies available to marketing managers. Explores customer relationship management (CRM) and multivariate statistical techniques including conjoint analysis, customer satisfaction, and service quality measurement.

**MKTG 6212. International Marketing. 3 Hours.**
Develops understanding of the opportunities and challenges facing the international marketing executive, the decision-making process in marketing goods abroad, and the environmental forces—economic, cultural, and political—affecting the marketing process in the international marketplace.

**MKTG 6214. New Product Development. 3 Hours.**
Focuses on the challenges and decisions new-product managers face as they take ideas through the new-product-development process. Companies need to create, develop, and market new products and services continually to compete effectively in a rapidly changing environment. Provides an overview of the new-product-development process, with an emphasis on customer involvement in this process. Provides detailed insights on such topics as new-product strategy, idea generation, idea selection and evaluation, concept development and testing, product development and testing, and market testing.

**MKTG 6216. Market Focused Strategy. 3 Hours.**
Offers an advanced course in defining and managing an organization's product-market strategy. Intended for marketing specialists and non-specialists interested in incorporating a market focus from a general management or consulting perspective. Emphasizes using market information to choose and manage the company's relationships with customers and competitors in a complex, changing environment, as well as the practical concerns of implementing and evaluating marketing strategy.
MKTG 6218. Marketing in Service Sector. 3 Hours.
Provides students with knowledge of management needs and techniques associated with the service sector of the economy. Includes understanding the differences between goods and service marketing, and how these differences influence marketing strategy and the tactical design of marketing mix variables. Assists in understanding the difference between tangible goods and services, differences in the consumer evaluation process between goods and services, special marketing problems created by the differences between goods and services, and strategies that address the unique problems in service marketing.

MKTG 6222. Digital Marketing. 3 Hours.
Explores the latest trends in technology and new media, their effect on marketing goods and services, and how to deliver value to the customer using the latest technological innovations. Examines the latest trends in digital marketing, such as mobile marketing, and how the mobile platform can be used for branding purposes and to enhance customer relationships. Explores topics such as advertising and marketing via mobile phones, online social networks and communities, technology adoption in global emerging markets, and how the Internet empowers customers and enables firms to engage in customer advocacy. Also examines how marketing research is conducted for technological innovations and ethical concerns that arise with technology usage, such as privacy and security issues, identity theft, and the role of trust in digital marketing.

MKTG 6223. Brand and Advertising Management. 3 Hours.
Offers students an opportunity to obtain an in-depth understanding of the brand-building process amid radical changes in today's marketing communications platforms. Exposes students to concepts, frameworks, and theories critical to developing branding and advertising strategy in the twenty-first century, including brand positioning, target audiences definition, creative advertising, integrated marketing communications, the influence of social media, and assessing marketing and media effectiveness.

MKTG 6224. B2B and Strategic Sales. 3 Hours.
Covers business-to-business marketing and the key roles of managing relationships with large buyers, going to market, and the sales organization. Begins with an understanding of why and how firms, institutions, and organizations purchase products and services and the importance of the multifunctional buying center. Covers a proven selling process and presents compelling solutions to customers. Going-to-market topics include managing value-added resellers and distributors. Intended for all interested in marketing: future product managers who must rely on the sales force and distributors to introduce new products and promotions, future sales managers, and marketing executives who must manage the marketing-sales interface.

MKTG 6226. Consumer Behavior. 3 Hours.
Focuses on the consumer as the key element of marketing strategy and application. Explores demographic, lifestyle, social, and cultural trends and their impact on consumer attitudes, motivations, and behavior. Other topics include group dynamics, family, learning, personality, and emotions and their impact on the business world. Offers an in-depth look at the consumer decision process as a model to guide the planning and evaluation of marketing strategies.

MKTG 6230. Driving Marketing Performance: Measure, Analyze, Profit. 3 Hours.
Introduces how to measure, analyze, and evaluate the profit impact of marketing actions (MAP) by bringing together marketing, strategy, and finance. Your organization is going to spend millions on a new marketing or strategic initiative, but how will you know if it is working? Marketing performance measurement and feedback systems enable managers to take smarter risks by assessing experimental projects and forecasting the profit potential of bigger, bolder initiatives. Offers students an opportunity to explore systems that summarize marketing productivity and suggest steps for performance improvement in marketing strategy and tactics.

MKTG 6232. Engaging Customers and Markets. 3 Hours.
Introduces information-centric methods that help to choose which customer markets are worth pursuing; that identify what benefits would be most attractive to offer these customers; and that develop, communicate, and deliver products and services that provide value to both customers and organizations. In the current customer-centric marketplace, every member within an organization is responsible for understanding and engaging customers, regardless of their specific functional role. Properly collecting and utilizing data from inside and outside the organization is necessary to support this process. Using real-world cases, scenarios, and data, offers students an opportunity to learn how customer relationships can be created and sustained.

MKTG 6234. Marketing Analytics. 3 Hours.
Offers students an opportunity to understand the importance of using an analytical approach to support marketing decision making in organizations and approaches to implementation practice. Focuses on identifying and acquiring the right data for addressing different marketing challenges; building skills necessary for conducting relevant quantitative analyses; and using insights to make better marketing decisions. Topics may include product innovation, market identification and segmentation, customer valuation, media attribution models, and assessment of digital and social media. Students are expected to apply statistical concepts and have the opportunity to use SPSS, Python, and/or R for analyzing marketing data sets.

MKTG 6260. Special Topics in Marketing. 3 Hours.
Offers an in-depth examination of selected issues and problems in marketing that are of current interest to faculty and students. Specific topics alternate depending on faculty availability and interest as well as student enrollment criteria. May be repeated without limit.

MKTG 6280. Gaining Customer Insight. 3 Hours.
Introduces the substantive and procedural aspects of marketing strategy and customer markets. Topics include how to identify target markets, how to leverage data and analyses to enhance the development of a marketing strategy, and how to develop knowledge of various techniques for uncovering customer needs/wants. Studies the importance of customer insights to business success. Offers students an opportunity to develop and implement a concept test.

MKTG 6283. Marketing and Selling Innovation. 3 Hours.
Reviews the product portfolio concept, examining the need for balanced portfolios and focusing on issues related to product proliferation and simplification. Discusses market-based pricing strategies, sales efforts, distribution, and communication in the context of enhancing the firm's product position in the marketplace. Focuses on developing and executing sales. Explores business-to-business and business-to-customer strategies.
MKTG 6294. Customer-Centric Research Methods for Marketing. 3 Hours.
Focuses on the marketing research process and the analysis of data using software applications. Marketing research helps businesses know their customers and aids in business decision making. Covers topics such as problem definition, research design, sampling, attitude measurement, survey design, data collection, and data analysis. Students apply course topics to their organizations and analyze real company customer satisfaction data to provide managerial insights for a decision maker. Cases highlight the research process, mobile qualitative methods, and practical decision-making skills. SPSS, Qualtrics, and IBM Watson Analytics may be used to develop and analyze the project components.

MKTG 6295. Customer Performance Modeling. 3 Hours.
Addresses the question of how you know if and when your company's marketing initiatives are impacting customers and creating profit. Covers customer performance measurement, modeling, and feedback systems managers can use to take smarter risks by assessing the marketing initiatives and forecasting profit potentials. Offers students an opportunity to learn how to develop marketing dashboards, through which marketing productivity and profits can be assessed and evaluated. Also covers strategy and tactics that can be developed and communicated, with accountability in mind.

MKTG 6318. Customer Value and the Enterprise. 2 Hours.
Examines the role of marketing as an organizational function and a set of processes to manage offerings that provide superior value to customers. Focuses on developing student skill in analyzing the customer and business environment and using that analysis to build an effective marketing strategy. Emphasizes methods for the identification, acquisition, and retention of customers in a way that provides mutual value to the customer and the organization.

MKTG 6320. Advanced Marketing Management. 3 Hours.
Examines the specific elements of marketing management, including market research, metrics, positioning, planning, and the marketing mix. Focuses on developing student skills in putting together a marketing plan based on a thorough understanding of the market. Emphasizes predicting consumer behavior, developing points of difference and parity, calibrating the different elements of the market offering, and going to market with clear performance indicators.

MKTG 6962. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 7001. Interdisciplinary Research in Marketing Science. 4 Hours.
Exposes students to cutting-edge research in quantitative marketing to help them define and advance their interdisciplinary research interests. Explains the process of generating feasible, interesting, and managerially relevant research ideas. Focuses on research opportunities arising from applications of new algorithms and technologies to generate consumer insights and automate product recommendations; improve privacy-preserving personalization; understand the increasingly complex advertising landscape and smart devices ecosystem; capture and analyze large unstructured data such as biomarkers, geolocation, networks, video, voice, and text in order to improve consumer experiences. Designed for graduate students with a background in computational social science, computer science, data analytics, digital humanities, economics, engineering, and network science who are interested in consumer-focused interdisciplinary empirical research projects. Expects students to produce a major paper suitable for publication.

MKTG 7976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on chosen topics. May be repeated without limit.