Marketing Courses

Courses

MKTG 199. Special Studies: [Topic]. 1-5 Credits. Repeatable when the topic changes.


MKTG 311H. Marketing Management. 4 Credits. Explores marketing strategy and tactics for profit and nonprofit organizations including start-ups and global firms. Uses cases and projects; requires intense student participation. Students cannot receive credit for both MKTG 311 and MKTG 311H. Prereq: open only to students in the LCB honors program.

MKTG 390. Marketing Research. 4 Credits. Design, implementation, analysis, interpretation, and reporting of research for marketing decisions. Hands-on experience with techniques for data collection, statistical data analysis, and communication of results. Prereq: MKTG 311.

MKTG 401. Research: [Topic]. 1-21 Credits. Repeatable.

MKTG 405. Special Problems: [Topic]. 1-12 Credits. Repeatable.

MKTG 406. Practicum: [Topic]. 1-12 Credits. Repeatable.

MKTG 407. Seminar: [Topic]. 4 Credits. Repeatable.

MKTG 409. Terminal Project. 1-12 Credits. Repeatable.

MKTG 410. Experimental Course: [Topic]. 1-4 Credits. Repeatable when the topic changes. Recent topics include Marketing and Sustainability.

MKTG 415. Marketing Analytics. 4 Credits. Covers three pillars of analytics—descriptive, predictive, prescriptive—within the marketing context. Linear and logistic regression, clustering, customer choice, conjoint, natural language processing, and machine learning methods to drive marketing decisions. Prereq: MKTG 311 or BA 317.

MKTG 420. Marketing Communications. 4 Credits. Advertising, sales promotions, public relations, and personal selling. Emerging communication media. Legal regulations and ethical considerations in mass media advertising. Media planning and promotional budgets. Prereq: MKTG 311.

MKTG 435. Consumer Behavior. 4 Credits. Applications of social science concepts to the understanding of consumers and to the optimal delivery of products and services. Prereq: MKTG 311.

MKTG 445. Entrepreneurial Marketing. 4 Credits. Techniques for analyzing and developing new markets. Pricing, communicating, and distributing new products or services with limited resources. Developing marketing plans for new ventures. Prereq: MKTG 311 or BA 317, MGMT 335.

MKTG 470. International Marketing. 4 Credits. Analysis and development of marketing strategy and tactics for multinational and global markets. Prereq: one from BA 317, MKTG 311, 311H.

MKTG 490. Marketing Strategy. 4 Credits. Capstone marketing course. Primary focus on developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability. Prereq: MKTG 390; MKTG 420 or SBUS 452.

MKTG 503. Thesis. 1-16 Credits. Repeatable.

MKTG 510. Experimental Course: [Topic]. 1-4 Credits. Repeatable when the topic changes. A recent topic includes Marketing and Sustainability.

MKTG 515. Marketing Analytics. 4 Credits. Covers three pillars of analytics—descriptive, predictive, prescriptive—within the marketing context. Linear and logistic regression, clustering, customer choice, conjoint, natural language processing, and machine learning methods to drive marketing decisions. Prereq: completion of first-year MBA core.

MKTG 512. Marketing Management. 3 Credits. Marketing Management addresses market analysis and segmentation, targeting, and positioning. Emphasis is on marketing strategies designed to deliver superior customer value and achieve organizational objectives.

MKTG 560. Marketing Research. 3 Credits. Marketing research as a tool for decision-making. Planning research projects; design, measurement, experimental and nonexperimental techniques, analysis and interpretation of data; reporting research results. Prereq: completion of first-year MBA core.

MKTG 565. Marketing Strategy. 3 Credits. Relationship between marketing and other functional areas of a business. Emphasis on case analysis as a means of acquiring both planning and operational skills. Prereq: completion of first-year MBA core.
MKTG 687. Theory and Research in Marketing Management. 3 Credits.
Application of marketing concepts and of economics, management science, and behavioral science to the management of the product, price, promotion, and distribution variables.
Prereq: doctoral standing.

MKTG 689. Theory and Research in Consumer Behavior. 3 Credits.
The applicability of behavioral theories and methodologies to the understanding of the consumption process.
Prereq: doctoral standing.