MKT 4360 Customer Analytics (3)
Pre-requisite(s): MKT 3330 or QBA 3305; only open to BBA students; BBA students must be admitted to the Business School in order to take this course.
This course will enable students to: apply basic skills in data manipulation and visualization using various software packages, analyze customer data with the help of different statistical tools and techniques and use the findings from data analyses to make managerially relevant marketing decisions anchored in Customer Analytics.

MKT 5111 Seminar in Marketing Administration-Planning (1)
Pre-requisite(s): Admission to MBA program
Taught from the perspective of a mid-to upper-level marketing manager. Students will develop an understanding of marketing strategy and its role in today's complex business environment. Topics include an overview of the marketing planning process with an emphasis on target market selection and marketing plan development and the strategic aspects of marketing management.

MKT 5112 Seminar in Marketing Administration-Implementing (1)
Pre-requisite(s): MKT 5111
Presentation of the strategies and tactics involved in a marketing program from the perspective of a mid-to upper-level marketing manager. The course content assumes a basic understanding of marketing principles while using lectures, readings, and case analyses. Product, pricing, promotion and distribution issues will be discussed with an emphasis on the interrelationships between marketing decisions. Marketing ethics and social responsibility and their importance in marketing decision-making will also be discussed.

MKT 5113 Seminar in Marketing Administration-Adapting (1)
Pre-requisite(s): MKT 5112
This seminar will be taught from the perspective of a mid-to upper-level marketing manager using lectures, readings, and case analyses presenting a variety of topics involving the adaptation of current marketing practices in differing situations. Topics will include interfunctional relationships, international marketing, total quality management, and the assessment of marketing expenditures.

MKT 5210 Decision Based Marketing (2)
Co-requisite(s): HPA 5105
This course will confront the challenge of designing and implementing a successful combination of marketing variables to make informed decisions about the firm's strategy in its target markets. The course also addresses the importance of companies being market-driven and customer-focused as well as presenting current marketing management practices. As decision makers, the students will learn to implement analytic perspectives, decision models, and marketing concepts to assist with decisions involving communications strategies, product offering, pricing, and distribution channels.

MKT 5310 Seminar in Marketing Strategy (3)
Pre-requisite(s): MKT 3305
Role of marketing decision making in achieving corporate objectives; planning and implementing the marketing program; product research and development, distribution problems, promotional strategies, and pricing analysis. Attention will be given to the new marketing application of quantitative methods and the behavioral sciences.
MKT 5410 Strategic Marketing Planning (4)
This MBA marketing strategy course provides participants the opportunity to develop a better understanding of marketing strategy and its role in today's complex business environment. The course covers the decisions in a well-integrated marketing program, demonstrates the importance of marketing strategy and the interrelationships between the marketing unit and other functional units, covers the essential elements of marketing analysis, and emphasizes the major components of a marketing plan.

MKT 5440 Strategic Brand Management (4)
This MBA marketing course provides participants the opportunity to develop a better understanding of branding strategy and its role in today's complex business environment. The course covers the leading theories, models, and other tools to make better branding decisions, and how to plan and evaluate branding strategies. It also provides a forum for students to apply these principles.

MKT 5460 Marketing Analytics (4)
Students learn how to use data analytics to guide business decisions that will build value for customers and corporations. The course explores the leading theories, models, and techniques underlying marketing analytics.

MKT 5480 Crisis Communication Management (4)
Students define and identify types of crisis within an organization, key stakeholders, and risks associated. By studying best practices, theory, and case studies in crisis prevention, students develop a crisis communication management plan using the frameworks learned throughout the semester.

MKT 5V95 Internship in Marketing (1-6)
Pre-requisite(s): Consent of instructor
Practical marketing work under supervision in an approved commercial or industrial firm. This course may be taken for three to six semester hours of credit. Consent of major adviser required.

MKT 5V99 Thesis (1-6)
Pre-requisite(s): Consent of instructor