

# MARKETING (MKT)

## **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)**

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 5315 Seminar in Comparative Marketing (3)**

Pre-requisite(s): MKT 3305

Marketing structures, functions, and institutions in different national environments. Emphasis is placed on the manner in which different economic systems condition and shape the nature of marketing.

## **MKT 5325 Seminar in Marketing Research (3)**

Pre-requisite(s): MKT 3305

First-hand experience with real-life marketing research problems, including such areas as research design, sampling, experimental design, parametric and nonparametric data analysis techniques, and computer statistical programs.

## **MKT 5330 Marketing Communications (3)**

Pre-requisite(s): BUS 5602 or equivalent

Statistical techniques and their applicability to business decision making. Topical coverage includes multiple regression, analysis of variance, factor analysis, discriminant analysis, cluster analysis, and multidimensional scaling.

## **MKT 5335 Business to Business Marketing (3)**

Pre-requisite(s): BUS 5602 or equivalent

Marketing by firms to organizations rather than to households. Negotiation strategies are emphasized along with management of relationships, purchasing, distribution channels, and distribution logistics.

## **MKT 5340 Strategic Brand Management (3)**

This marketing course will provide participants the opportunity to develop a better understanding of branding strategy and its role in today's complex business environment. This course will cover the leading theories, models, and other tools to make better branding decisions, how to plan and evaluate branding strategies, and provide a forum for students to apply these principles.

## **MKT 5341 Theory and Practice in Customer Relationship (3)**

The understanding of systems, dependencies, variability, and interrelationships—including the ability to manage systems—is an essential element in customer relationship management (CRM). Therefore, the organization and the supply chain as interrelated systems is the starting point for this course. From that foundation, students will move into assessing measurements, the tools for analyzing an organization's current business processes and flows, and the means for integrating these into customer management initiatives. The "nuts-and-bolts" issues in the course address new customer data collection, using CRM for customer acquisition and retention, call management, segmenting the customer base, and creating a customer-driven web site. Behavioral changes as well as the impact of organizational policies on the ability to provide a satisfying customer experience will be examined.

## **MKT 5345 Seminar in Consumer Behavior (3)**

Pre-requisite(s): MKT 5310

The role of consumer behavior in marketing strategy is emphasized. The course builds on foundations from a variety of disciplines including psychology, sociology, cultural anthropology, economics, and semiotics.

## **MKT 5360 Marketing Analytics (3)**

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 5380 Crisis Communication Management (3)**

Students define and identify types of crises 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 5398 Directed Studies in Marketing (3)**

Special topics in marketing of interest for individual students. May be repeated twice with change of topic.

**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