

SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

The School of Marketing and International Business provides two quite significant majors within the Spears School of Business. One of these is marketing. This is an exciting field of study leading to a variety of job opportunities both in the private sector and in not-for-profit organizations. Also, it provides an excellent career path to top management within an organization.

The second major provided by the department is international business. Almost every business has international operations or is affected by events, competitors and conditions in the global economy. This opens career opportunities in the field and prepares one for successful management within the domestic economy.

Marketing

Marketing is concerned with the identification of wants and needs by buyers and the development of products, distribution channels, price and communication methods to satisfy those wants and needs. The buyers may be individuals or organizations, and their buying may include products or services. Since the economic system is dependent on the ability of organizations to match resources with marketplace needs, marketing is gaining in prominence every year.

A marketing graduate will likely be involved in performance and management of many traditional areas of decision-making—sales, advertising, logistics and marketing research. In addition, one frequently assists in product planning, developing marketing information systems and general management. Since these tasks are necessary for all types of organizations, employers of marketing graduates include manufacturers, banks, hospitals, retailers and not-for-profit organizations.

The effective marketing manager must possess a perspective and capability that reflect a three-dimensional program of study:

1. a liberal education in the sciences, humanities, behavioral and social sciences, mathematics and communications;
2. an adequate knowledge of the major functional areas of business and
3. a high-level competency in marketing.

One's liberal education is emphasized during the freshman and sophomore years. The study of the functional areas of business begins in the sophomore year and continues into the junior year. During the junior and senior years, the focus is on marketing. In addition to the introductory course that provides an overview of the field of marketing, the student takes courses in areas such as consumer behavior, promotion, sales management, services marketing, electronic commerce, marketing research, channels and international marketing. While studying marketing, one typically selects courses in other fields such as international business, management, information systems, finance, advertising and public relations to support a particular career choice within the marketing field.

Certificate in Customer – Employee Interaction

Interactions between frontline employees and their customers form the building blocks from which businesses are made. Many undergraduate students join organizations at entry-level positions where the focus

is on customer-related activities, including sales, retail and customer service. Such training will benefit not only students who upon graduation begin careers in retailing, sales or customer service, but also those who will eventually practice law, medicine or own their own business where successfully managing customer interactions forms the foundation for success.

The certificate offers a range of courses to give specialized training on effective customer interaction. All required coursework fits within the structure of the marketing undergraduate degree program. Those seeking the certificate will complete 9 hours of required coursework and select another 6 hours of coursework that best fit their particular interests.

International Business

The international business degree is a cross-disciplinary program of study that provides a solid, broad-based foundation of business coupled with the flexibility to tailor the program to the individual students' specific interests. International business majors can choose to focus on specific areas or regions of the world by including geography, history or political science courses complemented by study of a foreign language important in that region. International Business majors can also increase their knowledge and abilities of a specific business discipline by adding a business minor. For international business students, the world truly is their oyster.

Many international business majors are interested in taking advantage of the opportunities afforded by Oklahoma State University to either study abroad or take an international internship. The Cagle Center is the Spear School of Business' launching pad for taking short-term, faculty-led study abroad trips to exciting locations such as China, England, France, Greece and many other locales. OSU's study abroad office, located in the Union, is a great place to get information about all of the long-term study opportunities available. What will surprise you is the amount of financial assistance for which you can apply. When you stop by the Cagle Center or the OSU study abroad office, make sure to ask about scholarship and grant programs that can make your dreams come true.

To earn an international business degree, you will complete 120 hours of undergraduate coursework. In addition to foundational coursework in accounting, economics, finance, management, management information systems and marketing, you will have the opportunity to take 15 hours of upper-division, internationally-focused business courses. See the degree requirements for the international business major for more information.

Courses

MKTG 3213 Marketing (S)

Prerequisites: Minimum of 45 credit hours.

Description: Marketing strategy and decision-making. Consumer behavior, marketing institutions, competition and the law.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

General Education and other Course Attributes: Social & Behavioral Sciences

MKTG 3313 Personal Marketing and Professional Development

Prerequisites: MKTG 3213.

Description: The purposes of this course are (1) to provide an understanding of the role of marketing as applied to the individual student and (2) to provide students basic skills necessary for a successful business career. The course will make extensive use of outside speakers (e.g. professional trainers, alumni, recruiters, professors) covering a broad range of topics. In addition, the course will have a strong experiential dimension (both within and outside the classroom). May not be used for degree credit with BADM 3113. Previously offered as MKTG 2313.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3323 Consumer and Market Behavior

Prerequisites: MKTG 3213.

Description: Qualitative and quantitative analyses of the behavior of consumers; a marketing consideration of the contributions of economics and the behavioral disciplines to consumer behavior.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3333 Nonprofit Marketing

Prerequisites: MKTG 3213.

Description: Applied marketing knowledge with attention given to those concepts and methods used in nonprofit marketing.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3433 Promotional Strategy

Prerequisites: MKTG 3213.

Description: Promotional policies and techniques and their application to selling problems of the firm.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3473 Professional Selling

Prerequisites: MKTG 3213.

Description: Skills to understanding the professional personal selling process. Strong emphasis on the communications function of personal selling. Lecture sessions combined with experiential exercises and role playing.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3511 Sales Practicum

Prerequisites: MKTG 3213, MKTG 3513 or concurrent enrollment in MKTG 3513.

Description: Students use their work experience, and other resources, to gain a practical understanding of sales marketing. Students must have a sales position (paid or volunteer) where they work at least 100 hours over the course of the semester.

Credit hours: 1

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Marketing

MKTG 3513 Sales Management

Prerequisites: MKTG 3213.

Description: Sales planning and control, organization of the sales department, developing territories, motivating salespersons and control over sales operations.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3611 Retailing Practicum

Prerequisites: MKTG 3213, MKTG 3613 or concurrent enrollment in MKTG 3613.

Description: Students use their work experience, and other resources, to gain a practical understanding of Retail Marketing. Students must have a retail position (paid or volunteer) where they work at least 100 hours over the course of the semester.

Credit hours: 1

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Marketing

MKTG 3613 Retailing Management

Prerequisites: MKTG 3213.

Description: Applied marketing knowledge, with attention given to those concepts and methods which provide the necessary foundation for a retailing manager.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3653 Marketing Analytics

Prerequisites: MKTG 3213.

Description: Students will learn how to turn marketing data into useful information, and how to use this information to make marketing decisions. Using basic software, students will learn to identify patterns, display the patterns for useful presentation, and base managerial marketing decisions on the analysis. Tools and software are user-friendly and widely used in business. (No programming or equations are required.)

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3713 Sports Marketing

Prerequisites: MKTG 3213, MKTG 3323 and MKTG 3433.

Description: Applied marketing knowledge with attention given to those concepts and methods used in sports marketing.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3813 Business to Business Marketing Management

Prerequisites: MKTG 3213.

Description: A strategic overview of the marketing of products and services to business, government and not-for-profit organizations.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 3873 Marketing or International Business Internship

Prerequisites: MKTG 3213 & two other marketing classes.

Description: Students will complete an internship with a private business, NGO, or governmental organization. Students will communicate the lesson learned from this experience. Graded on a pass-fail basis.

Credit hours: 3

Contact hours: Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Marketing

MKTG 3993 International Business (I)

Description: Development of international business strategy based on the integration of economic, accounting, financial, management and marketing concepts. Previously offered as BADM 3713.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

General Education and other Course Attributes: International Dimension

MKTG 4223 Supply Chain Management

Prerequisites: MKTG 3213.

Description: An economic and operational analysis of the physical flow of goods and materials. A system interpretation of marketing channels.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 4263 Entrepreneurial Marketing

Prerequisites: EEE 3023, MKTG 3213, and completion of business core classes or instructor permission.

Description: Examination of the roles of marketing in entrepreneurial ventures and entrepreneurship in the marketing efforts of any organization. Emphasis on marketing as it relates to risk management, resource leveraging and guerrilla approaches. May not be used for degree credit with EEE 5223 or MKTG 5223. Same course as EEE 4223. Previously offered as MKTG 3263.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 4333 Marketing Research

Prerequisites: MKTG 3213 and MKTG 3323 and MSIS 2103 and MSIS 3223.

Description: Basic research concepts and methods. Qualitative and quantitative tools of the market researcher.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate, Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 4343 Brand Marketing

Prerequisites: MKTG 3213 and MKTG 3323.

Description: Examines the broad topic of brand marketing. Consumers, competitors, the media, and the government all focus on the brand as the basic unit of marketing. Thus some of the most important and exciting elements of modern business involve conceiving, building, and marketing the brand. Important issues such as building and measuring brand equity, brand positioning, brand names and logos, and global branding will be discussed.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 4443 Social Issues in the Marketing Environment

Prerequisites: MKTG 3213.

Description: Social and legislative considerations as they relate to the marketplace.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate, Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 4543 Social Media Strategies

Prerequisites: MKTG 3213.

Description: This class will focus on ways to build brand awareness and customer loyalty on a low budget. Topics covered will be social media, blogging, events, email marketing; analytics and more. May not be used for degree credit with MKTG 5543.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 4550 Problems In Marketing**Prerequisites:** MKTG 3213.**Description:** Problems in marketing. Specific topics vary from semester to semester. Previously offered as MKTG 4433. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.**Credit hours:** 1-9**Contact hours:** Other: 1**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 4553 International Marketing****Prerequisites:** MKTG 3213.**Description:** The conceptual framework for marketing into and from foreign countries. The development of action-oriented strategies with emphasis on the uncontrollable factors that affect marketing decisions in an international setting.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4683 Managerial Strategies in Marketing****Prerequisites:** A minimum of twelve credit hours in marketing.**Description:** Analysis of the marketing management decision process; marketing opportunity analysis, strategy development, planning and integration with corporate strategy. Students may not take both MKTG 4683 and MKTG 4693 for degree credit.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4693 Marketing Strategy and Customer-Employee Interactions****Prerequisites:** A minimum of twelve credit hours in marketing.**Description:** Analysis of the marketing management decision process with respect to the customer-employee interface; management of frontline employees; marketing opportunity analysis, strategy development, planning and integration with corporate strategy. Students may not take both MKTG 4683 and MKTG 4693 for degree credit.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4773 Services Marketing****Prerequisites:** MKTG 3213.**Description:** Conceptual and managerial tools for students who intend to be involved with the marketing of services. Characteristics of services, listening to customers, managing customer expectations, conceiving and creating service breakthroughs, service quality, positioning of services, managing demand and supply, creating a strategic service vision and designing a customer focused organization to create and retain customers.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4850 Applied Marketing Studies****Prerequisites:** 12 credit hours of marketing and consent of instructor.**Description:** Structured internship or field project with supporting academic study. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Other: 1**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 4973 New Product Development****Prerequisites:** MKTG 3213, MKTG 4333.**Description:** The elements involved in creating and marketing a successful new product. Qualitative and quantitative methods will analyze data collected from focus groups, including surveys to test a new product concept.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4983 Data Base Marketing****Prerequisites:** MKTG 3213, MKTG 3323, MSIS 2103 or consent of instructor.**Description:** An information-driven process to develop, test, implement, measure, and adopt customized marketing programs and strategies.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4993 Electronic Commerce Marketing****Prerequisites:** MKTG 3213, MKTG 3433, MSIS 2103 or consent of instructor.**Description:** Digital interactive tools changing the management of markets. The development and impact of electronic commerce on business and use of interactive (electronic) marketing for building one-to-one relationship with customers.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5133 Marketing Management****Prerequisites:** Admission to a SSB graduate program or consent of MBA director.**Description:** Consideration at an advanced level of the major elements of marketing from the point of view of the marketing executive. Emphasis on problem solving and decision making; using an interdisciplinary approach. Development of an integrated, comprehensive marketing strategy..**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing

MKTG 5213 Services Marketing**Prerequisites:** MKTG 5133.**Description:** Services and services marketing with emphasis on services research and services management.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5220 Seminar in Marketing****Prerequisites:** MKTG 5133.**Description:** Selected topics in marketing. Industrial marketing, product management, strategic marketing planning, international marketing, and services marketing. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.**Credit hours:** 1-3**Contact hours:** Other: 1**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 5223 Entrepreneurial Marketing****Prerequisites:** Admission to MBA program or instructor permission.**Description:** Interplay of entrepreneurship concepts and marketing concepts, including the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in a firm's marketing efforts. Emphasis is placed on how to address the significant changes taking place in markets and the modern marketing function. May not be used for degree credit with MKTG 4263 or EEE 4223. Same course as EEE 5223.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5233 Global Competitive Environment****Prerequisites:** Admission to a SSB graduate program or consent of MBA director.**Description:** Development of a global business strategy for the organization. Issues of highly diversified markets and business environments, global competition, financial markets, and complex organizational relationships. Same course as INTL 5233. Previously offered as MBA 5233.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5243 Base SAS Programming for Database Marketing****Prerequisites:** Admission in any graduate program.**Description:** Learn basics of SAS programming, data manipulation in SAS environment and applications of SAS tools in the context of database marketing and business management. Class will help students prepare for Base SAS Programming and Advanced SAS Programming Certification Exam.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**MKTG 5253 Advanced SAS Programming for Marketing Analytics****Prerequisites:** MKTG 5243 or consent of instructor.**Description:** Advanced SAS techniques to create more efficient and powerful SAS programs for analyzing marketing and business data. Extensive use of SQL, Macro along with Arrays, Hash objects and memory control within SAS environment, Helps students prepare for Advanced SAS Programming Certification Exam.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**MKTG 5313 Marketing Research Methodology****Prerequisites:** MKTG 5133.**Description:** Research methodology applied to marketing problems. Measurement, survey research, experimentation, and statistical analysis of data.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5333 Marketing for Nonprofit Organizations****Description:** Identify key challenges, and discuss how to apply fundamental marketing principles in order to solve these challenges within a wide range of nonprofit organizations.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5443 Social Issues in Marketing Environment****Description:** Social and Legislative considerations as they relate to the Marketplace. Develop an understanding of fundamental social marketing concepts and theories. Enhance your critical thinking and ethical analysis related to marketing practices. Obtain hands-on experience designing a social marketing plan. Strengthen problems solving, communications, and teamwork skills.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5500 Current Topics in Marketing Analytics****Prerequisites:** Admission in any graduate program in business school or consent of instructor.**Description:** Current topics in marketing analytics such as web analytics, marketing optimization analytics, high-performance analytics, visual analytics, marketing campaign analytics. Offered for variable credit, 1-6 credit hours, maximum of 9 credit hours.**Credit hours:** 1-6**Contact hours:** Other: 1**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing

MKTG 5543 Social Media Strategies

Description: This class will focus on ways to build brand awareness and customer loyalty on a low budget. Topics covered will be social media, blogging, events, email marketing, analytics and more. May not be used for degree credit with MKTG 4543.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 5553 International Marketing Strategy

Prerequisites: MKTG 5133.

Description: An analysis of marketing in the global environment. Environmental effects on international marketing management and corporate strategy decisions..

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 5613 Seminar in Consumer Behavior

Prerequisites: MKTG 5133 or consent of instructor.

Description: Psychological, sociological, and anthropological theories related to consumer decision processes. Special emphasis on current empirical research in consumer behavior.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 5633 The External Environment of Business

Prerequisites: Admission to a SSB graduate program or consent of MBA director.

Description: Social, ethical, regulatory and political forces as they impact on the organization. Attention to organizational response to these forces through management policies and strategies. Previously offered as BADM 5613.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 5733 Introduction to Marketing Analytics

Prerequisites: Admission in MBA program or consent of instructor.

Description: Analytic tools including exploratory and graphical techniques, variable associations and correlations, regression, ANOVA and other related modeling techniques to improve managerial decision making. No degree credit for students with credit in BAN 5733 and MKTG 5983.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Marketing

MKTG 5743 Advanced Marketing Analytics

Prerequisites: MKTG 5733 or consent of instructor.

Description: Advanced analytic tools such as neural networks, decision trees, classification and prediction models to generate deeper customer insights and to improve managerial decision making. No degree credit for students with credit in BAN 5743 and MKTG 5963.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Marketing

MKTG 5883 Advanced Data Mining Applications

Prerequisites: MKTG 5963 or permission from instructor.

Description: Use advanced data mining tools such as clustering, Self Organizing maps (SOM) and Kohonen Networks, two-stage models, customer attrition and churn models via survival analysis, credit scoring models, etc. In the context of common applications in business management. No degree credit for students with credit in BAN 5753.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 5963 Data Mining and Customer Relationship Management Applications

Prerequisites: MKTG 5983 or consent of MBA, MIS/MSIS, MSTM director or assistant director or instructor.

Description: Data mining and turning business data into actionable information. Use of various data mining tools such as neural networks, decision trees, classification and prediction algorithms, in the context of most common applications in business-sales, marketing, and customer relationship management (CRM). Use of state-of-the-art industrial strength data mining software to analyze real-world data and make strategic recommendations for managerial actions. No degree credit for students with credit in BAN 5743 and MKTG 5743.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Marketing

MKTG 5973 New Product Development

Prerequisites: Acceptance into the MBA program or consent of the MBA director.

Description: Elements involved in creating and selling a successful new product in a complex environment, including internal organizational and external environmental influences..

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 5983 Data Base Marketing

Prerequisites: Consent of MBA, MIS/MSIS, MSTM director or assistant director or instructor.

Description: Learn how to manage data, and analyze data using statistical tools such as multiple regression, ANOVA, logistic regression, etc., and frameworks/models commonly used in database marketing such as RFM, LTV, etc. An overview of basic probability concepts and statistical sampling techniques including hypothesis testing (t-tests), contingency tables and Chi-square analysis will be provided. No degree credit for students with credit in BAN 5733 and MKTG 5733.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Graduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Marketing

MKTG 5993 Digital Business Strategy

Prerequisites: Consent of MBA, or MIS/AIS or MSTM director or instructor.

Description: Businesses employment of digital technologies to craft a superior and unique value proposition for its customers and strategic partners.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate, Undergraduate

Schedule types: Lecture

Department/School: Marketing

MKTG 6100 Advanced Seminar in Marketing

Prerequisites: Consent of instructor and doctoral student standing.

Description: Specialized topics in marketing for doctoral students. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Marketing

MKTG 6323 Seminar in Advanced Consumer Behavior

Prerequisites: MKTG 5133 or consent of the instructor.

Description: An interdisciplinary course examining empirical and theoretical studies of the factors that influence the acquisition, consumption, and disposition of goods, services, and ideas. Analysis of the psychological, sociological, anthropological, demographic, and regulatory forces that impact consumers. Examination of research methodologies employed to conduct empirical studies of consumer behavior.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 6413 Advanced Marketing Research

Prerequisites: MKTG 5983 or MKTG 5963 or consent of MBA director or MIS director or instructor.

Description: Introduction to the latest empirical marketing research and advanced analytics techniques such as MANOVA, Confirmatory Factor Analysis, Cluster Analysis, Scaling Techniques, Conjoint Analysis and Structural Equation Models. No degree credit for students with credit in BAN 5763.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 6513 Seminar in Marketing Theory

Prerequisites: MKTG 5133 or consent of instructor.

Description: Development of an evaluation of marketing theory.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 6683 Seminar in Marketing Strategy

Prerequisites: MKTG 5133 or consent of instructor.

Description: Examination of a broad range of marketing management topics from a strategic perspective. Understanding of content, theory and research methods involved in the development of strategic marketing knowledge.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

MKTG 6913 Measurement and Experimental Design

Description: An analysis of measurement issues from both psychometric and marketing perspectives. Scale construction and validation. The design, analysis, and evaluation of marketing experiments.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Marketing

Undergraduate Programs

Degree Programs

- International Business, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/international-business-bsba>)
- Marketing, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-bsba>)

Minors

- International Business (INBU), Minor (<http://catalog.okstate.edu/spears-business/marketing-international-business/international-business-minor>)
- Marketing (MKTG), Minor (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-minor>)

Certificates

- Customer Interface Excellence (CIE), Undergraduate Certificate (<http://catalog.okstate.edu/spears-business/marketing-international-business/customer-interface-excellence-ug-certificate>)

Graduate Programs

The School of Marketing and International Business offers work leading to the Master of Business Administration, the Master of Business Analytics and the Doctor of Philosophy in business administration degrees. In addition, the School of Marketing and International Business offers work leading to Graduate Certificate in Business Data Mining and Graduate Certificate in Marketing Analytics.

The Master of Business Administration (MBA) Degree

See "Business Administration (<http://catalog.okstate.edu/spears-business/business-administration/#graduateprogramstext>)."

The Master of Science in Business Analytics Degree

This is an interdisciplinary program that offers hands-on application of data analysis along with a unique blend of coursework in Analytics, Marketing, Statistics, Business, MIS and Industrial Engineering. The structure of the curriculum has been carefully designed in consultation with our advisory board companies to balance the need of understanding quantitative approaches, statistical modeling and machine-learning algorithms along with data visualization and exploration, interpretation of results and the ability to apply these results for solving business problems.

The MS in Business Analytics is a 37-hour program featuring a core of 25 hours (18 for part time), including a business practicum. The 12 hours of electives allow students to specialize in areas such as business, statistics, information science or industrial engineering. In addition to the MS in Business Analytics degree, students in this program may also receive the following three certificates depending on elective courses taken, credentials achieved and so on: SAS® and OSU Data Mining Certificate (core level), SAS® and OSU Predictive Analytics Certificate (advanced level) and SAS® and OSU Marketing Data Science Certificate (expert level).

Admission requirements for the MS in Business Analytics are similar to the admission requirements for the other master's programs in the Spears School of Business. Information about the program is available on the Internet at <http://analytics.okstate.edu/msba/>.

The Doctor of Philosophy Degree

The PhD in business administration program through the School of Marketing and International Business provides intensive study in marketing. It prepares the student for significant professional contributions in university teaching and research or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. The program is designed to create scholars and researchers in the field of marketing. Highly student-oriented, the program focuses on training individuals in current marketing

theory and research techniques. Collaboration between students and faculty is strongly encouraged.

Program Content

The student will take 15 hours of PhD seminars in marketing. The student must also complete a nine-hour minor in another discipline such as economics, management, sociology or psychology. As support for the major and minor fields of study, extensive coursework (normally 18 credit hours) in the area of quantitative/research methodology is required.

As prerequisites to the program, all candidates are to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, operations management, organizational theory, economics and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area in an MBA program accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Application Procedure

Outstanding undergraduate or graduate students from any field of study may apply. For those with an MBA, the program will normally consist of two years of coursework and two years of dissertation work. For those without a master's degree, the plan of study for the PhD degree will typically allow for the granting of an MBA prior to completion of the PhD degree. Applications for admission to the program are evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. the score on the Graduate Management Admissions Test or Graduate Record Examination,
3. a two- or three-page statement describing goals and academic interests,
4. three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the responsibility of each applicant to ensure that all materials related to the above criteria are received by the School of Marketing and International Business. Application forms and detailed explanation of the PhD degree in business administration with an emphasis in marketing are available through the department.

Graduate Certificate in Business Data Mining

This certificate program is designed to help working professionals with technical background who do not want to pursue a full master's degree yet want to acquire data mining or predictive analytics skills by taking a series of courses online. Working professionals admitted in this program can complete coursework in 12-24 months by taking courses online. Those enrolled in the graduate certificate in business data mining may be able transfer the credit hours to the MS in Business Analytics if they choose to apply for admission into the MS degree at a later date. Along with the graduate certificate in business data mining, students in this program may also receive all of the following three certificates (depending on courses taken, credentials achieved, etc.): SAS and OSU Data Mining Certificate (core level), SAS and OSU Predictive Analytics Certificate (advanced level) and SAS and OSU Marketing Data Science Certificate (expert level).

More details about this program (including procedure and admission requirements) are on the website: <http://watson.okstate.edu/datamining/>.

Faculty

Tom Brown, PhD—Professor and Head

Professors: Todd Arnold, PhD; Goutam Chakraborty, PhD; Karen Flaherty-Pappas, PhD;

Kevin Voss, PhD; Joshua L. Wiener, PhD

Associate Professors: Xiang Fang, PhD; Marlys Mason, PhD; Ajay Sukhdial, PhD

Assistant Professors: Zachary Arens, PhD; Ji Hoon Jhang, PhD; Kiyeon Lee, PhD; Richie Liu, PhD;

Ted Matherly, PhD; Steven Shepherd, PhD; Sarah Whitley, PhD; Lidan Xu, PhD

Clinical Faculty: Aditi Grover, PhD; Miriam McGaugh, PhD

Other Faculty: Don Mitchell; Jerry Rackley