

# SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

## Courses

### **MKTG 3112 Marketing**

**Credit hours:** 2

**Contact hours:** Lecture: 2 Contact: 2

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**General Education and other Course Attributes:** Social & Behavioral Sciences

### **MKTG 3311 Managing your Personal Brand: Name, Image, & Likeness**

**Description:** Learn the marketing and business concepts necessary for elevating a personal brand, social media influence and entrepreneurial earning power. Students will gain knowledge about marketing theory, strategy and tactics of successful branding with emphasis on audience engagement, generating followers, storytelling, and methods for leveraging your position. Students will also gain insights from current professional athletes to learn proven best practices.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **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). Previously offered as MKTG 2313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 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 Contact: 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 Contact: 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 Contact: 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 Contact: 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:** Contact: 1 Other: 1

**Levels:** Undergraduate

**Schedule types:** Independent Study

**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:** Contact: 1 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 Contact: 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3713 Sports Marketing**

**Prerequisites:** MKTG 3213.

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

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3873 Marketing or International Business Internship**

**Prerequisites:** MKTG 3213 and two other marketing classes and must be marketing or international business major and instructor approval.

**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:** Contact: 3 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**General Education and other Course Attributes:** International Dimension

**MKTG 4093 Current Topics International Business**

**Prerequisites:** MKTG 3993.

**Description:** In this course, students will become familiar with the large-scale changes in the international business environment that are currently taking place and the possible implications of these changes for corporations. These include globalization of markets, labor and skill mobility, automation and future of jobs, and sustainability. The course uses readings and in-class discussions of the current trends and issues in international business.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4123 Influencer Marketing**

**Prerequisites:** MKTG 3213.

**Description:** Influencer marketing involves using an individual's name, image, likeness, reputation, or personal communication to sell ideas, products, and/or services. Athletes, celebrities, podcasters, musicians, and many others can become successful influencers. The rise of digital communication and marketing tools has greatly heightened the presence and importance of influencer marketing. In this course, students learn influencer marketing strategies and best practices for capitalizing on opportunities to monetize influencer opportunities.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**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 Contact: 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4333 Marketing Research**

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

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

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4443 Social Issues in the Marketing Environment (D)**

**Prerequisites:** MKTG 3213.

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

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**General Education and other Course Attributes:** Diversity

**MKTG 4473 Advanced Professional Selling**

**Prerequisites:** MKTG 3213 and MKTG 3473 and Instructor Permission.

**Description:** The course builds upon the introductory sales class providing students with advanced skills for professional selling. Emphasis will be placed on practical applications through role play of a complete sales process from initial prospecting to closing the sale with high customer satisfaction.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4513 Sales Management**

**Prerequisites:** MKTG 3213.

**Description:** Sales planning and control, organization of the sales department, developing territories, motivating salespersons and control over sales operations. Previously offered as MKTG 3513.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** 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 Contact: 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:** Contact: 1-9 Other: 1-9

**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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4613 Content Marketing Strategy**

**Prerequisites:** MKTG 3213.

**Description:** At the intersection of development, creativity, and marketing, content marketing strategy is an art that requires an understanding of many different disciplines. Effective marketing content must be prepared strategically for a variety of different platforms: video, podcasting, online, mobile, social media, email marketing, and more. In Content Marketing Strategy, students learn the most common forms of content creation as well as the methods to drive website traffic and subsequent new business.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4623 Marketing Design Essentials**

**Description:** Learn practical tools and tips for putting together promotional campaigns and creating promotional assets for a wide range of businesses. Students will learn how to apply marketing and branding theory with design and get hands-on experience in putting creative promotional designs into print and digital form. This class will cover software such as Photoshop, InDesign and Illustrator. Students will learn content creation tools and will create a promotional kit by the end of the semester. May not be used for degree credit with MKTG 5623.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 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 Contact: 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 Contact: 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 Contact: 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:** Contact: 1-6 Other: 1-6

**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 Contact: 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 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4993 Digital Marketing**

**Prerequisites:** MKTG 3213.

**Description:** This course will give students a practical understanding of digital marketing, equipping them with the skills to perform key, digital marketing tasks such as SEO and pay-per-click advertising. At the end of the course, students will understand how a company can use the internet to promote its brand and market its products.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 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 Contact: 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 Contact: 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:** Contact: 1-3 Other: 1-3**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 Contact: 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 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**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 Contact: 4**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 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**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 Contact: 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 Contact: 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 Contact: 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:** Contact: 1-6 Other: 1-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.



**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 Contact: 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 Contact: 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 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 5623 Marketing Design Essentials**

**Description:** Learn practical tools and tips for putting together promotional campaigns and creating promotional assets for a wide range of businesses. Students will learn how to apply marketing and branding theory with design and get hands-on experience in putting creative promotional designs into print and digital form. This class will cover software such as Photoshop, InDesign and Illustrator. Students will learn content creation tools and will create a promotional kit by the end of the semester. May not be used for degree credit with MKTG 4623.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 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 Contact: 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 Contact: 4

**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 Contact: 4

**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 Contact: 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 Contact: 4

**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 Contact: 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 Contact: 4

**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 Contact: 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:** Contact: 1-3 Other: 1-3

**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 Contact: 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 Contact: 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 Contact: 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 Contact: 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 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing