

COURSES FOR MARKETING

Marketing Courses

MKT300 Marketing

Hours 3

A survey course that describes the nature of domestic and global marketing management. Emphasis is placed on market analysis to include consumer, industrial, institutional, and governmental markets for goods and services. Also emphasized are the marketing management functions of planning, pricing, promoting, and distributing goods and services in business and nonprofit contexts. Students are limited to three attempts for this course, excluding withdrawals.

Prerequisite(s): EC 110 or EC 112

MKT310 Principles of Social Media

Hours 3

A survey of interactive, electronic media and technology that enable organizations to 1) acquire products, services and materials from suppliers, 2) market goods and services to customers, 3) allow members of the organization to communicate with each other, and 4) monitor the external environment. Students develop e-commerce-related skills to design and execute a firm's marketing efforts, including Web project management, electronic market development and management, Web-enabled selling, and other emerging areas of marketing.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT313 Consumer Behavior

Hours 3

Analysis of the basic processes underlying buyer behavior. Various factors are examined, including external influences (e.g., culture, reference groups, family) and internal influences (e.g., perceptions, attitudes, personality). Primary emphasis is on final consumers with a secondary emphasis on the external and internal influences affecting organizational buyers.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT321 Retail Management

Hours 3

Analysis of existing generalizations and principles related to the economic and social role of retailing; competitive strategies; efficiency in retailing; and essential concepts for retail management.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT337 Personal Selling

Hours 1-3

Introduction to successful selling practices and principles through presentation, discussion, role playing, and workshops. Includes principles of prospecting, establishing rapport, generating curiosity, being persuasive, creating desire, handling objections, and closing.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

Prerequisite(s) with concurrency: MKT 300

MKT344 Promotional Management

Hours 3

Intensive investigation underlying ideas, principles, and concepts that may be used to inform consumers of the availability and attributes of products and services. The course includes comprehensive overview of promotional and sales management activities and tactics.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT371 Site Selection Marketing Analysis

Hours 3

This course is designed to introduce students to the study of business and consumer markets from a geographic or a spatial perspective. Geography plays a huge role in marketing, including location decisions for business, marketing strategies and promotional efforts. New data sources that combine marketing and geography are available that help businesses better understand their opportunities and threats. Developers, builders, franchisers, retailers and advertisers hire people with marketing geography skills. The field introduces students to a specialized set of techniques which combine the theories of economic geography with those of strategic and marketing management. Students will learn techniques which will make them much more marketable to businesses and other organizations which make location decisions and/or develop marketing strategies and spatially defined markets.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT376 Services Marketing

Hours 3

To understand the basic concepts and principles surrounding services marketing and management including processes, people, and physical evidence.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT410 Managing Innovation

Hours 3

Systematic examination of product policy and of the major concepts, methods, and strategies involved in decision making in the course of developing new products. Techniques and criteria used to identify and implement new products and services are examined in depth. Consideration is given to issues and strategies involved in the management of mature products.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT411 Supply Chain Management

Hours 3

Supply chain management encompasses the design and administration of the systems of suppliers and distributors that collectively provide for the exchange of title, physical movement, and storage activities in marketing. The scale and complexity of supply chain relationships are escalating as firms strive to enhance interorganizational effectiveness and efficiency. This course examines the role of manufacturers and intermediaries in channel strategies and the scope, methods, problems, and opportunities of systemic supply chain coordination.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT422 Supply Chain Strategy

Hours 3

Logistics is a system-based concept requiring the effective coordination of the flow of materials and goods from the point of origin to the end user. This course explores the key marketing tasks necessary to achieve an efficient logistics network: transportation, warehousing and materials handling, inventory management, forecasting, information and order processing, and simulation/modeling.

Prerequisite(s): MKT 300 and MKT 411

MKT437 Advanced Selling

Hours 3

The purpose of the course is to enhance communication and selling skills. Focus will be on the account management principles and the processes used to develop account and long term relationships with major accounts. Live selling situations will be used to practice skills.

Prerequisite(s): MKT 337 (Grade of C- or better)

MKT438 Sales Management

Hours 3

This course builds on the basic sales process taught in Personal Selling (MKT 337) by focusing on Account Management and Team Management. Through class discussion and an Account Plan project, students gain an understanding of customer partnerships, business management, and sales team development. The concept that sales managers must both implement and facilitate corporate marketing plans is pervasive through the course.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

Prerequisite(s) with concurrency: MKT 337 (Grade of C- or better)

MKT439 Sales Strategy

Hours 3

To understand and practice the science of managing customer lifecycles; including account sourcing, analysis, categorization, strategic planning, tactical development and implementation.

Prerequisite(s): MKT 337 (Grade of C- or better)

MKT473 Marketing Research

Hours 3

Designed to prepare the student to be an informed, effective user of marketing research. Provides an overview of research techniques available for collecting information to answer specific research questions. Therefore, the orientation of the course is managerial.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT476 Services Management

Hours 3

To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

Prerequisite(s) with concurrency: MKT 376 (Grade of C- or better)

MKT477 Advanced Services Marketing

Hours 3

To understand and practice the science of managing services in terms of service processes, physical and technology elements, and people.

Prerequisite(s): MKT 376 (Grade of C- or better) and MKT 476 (Grade of C- or better)

MKT487 Strategic Marketing

Hours 3

Analysis of marketing problems as they relate to the managerial functions of planning, organizing, and controlling marketing.

Prerequisite(s): MKT 313 (Grade of C- or better)

Prerequisite(s) with concurrency: MKT 473 (Grade of C- or better)

MKT488 Marketing Field Study

Hours 3

Working with a client firm, students apply (in a practical setting) the skills and knowledge they have acquired and build new skills in project management.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT491 Independent Study

Hours 1-3

Students can apply a maximum of 6 hours of MKT 491 toward their degree.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT492 Internship

Hours 1-3

Students are selected through a competitive process for assignments in approved business or public sector organizations. Students can apply a maximum of 3 credits of MKT 492 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT493 Special Topics in Marketing

Hours 3

Courses that offer the faculty a chance to present topics of interest to themselves and to marketing students.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260 and MKT 300

MKT510 Product Design Marketing Strategy

Hours 3

An intensive investigation of the process of new product development, including its role in the organization, analysis of market opportunities, creative idea generation, concept screening, design, forecasting, manufacturing, and launch. Teaching emphasis is on processes, tools, and techniques. A group project provides real-world product development experience.

MKT511 Supply Chain Management

Hours 3

MKT 511 is a graduate (master's) level counterpart to MKT 411 Supply Chain Management. Its focus is on providing a managerial perspective of best practice supply chain management. The course encompasses the collaborative strategies and planning processes needed to build and manage supply chains for systemic effectiveness and efficiency. It will be offered coterminously with MKT 411 during each spring semester. The target students for MKT 511 are MBA's with marketing concentrations and master of arts (MA) and master of science (MSC) students in marketing. Graduate students in other degree programs may also enroll as an elective for graduate credit.

Prerequisite(s): MKT 518

MKT518 Marketing Management & Decision Making

Hours 3

A combination of lectures and cases is used to examine and analyze the marketing process. Emphasis is on decision making: the refinement of skills needed to recognize and solve marketing problems, and to effectively communicate recommendations both within and without the organization. The following components of the marketing mix are examined: product management, pricing, promotion, personal selling, buyer behavior, marketing channels, distribution, and segmentation.

MKT522 Advanced Supply Chain Strategy

Hours 3

Supply Chain Strategies are key to firms developing a sustainable competitive advantage. This course addresses the changing and increasingly important role of supply chain management from a strategic standpoint. Topics include Distribution Strategy, Inventory & Information Strategy, Demand Management, Operations Integration, Outsourcing, Partnering & Customer Relationship Strategy, Redesign & Contingency Planning, Reverse Logistics, Strategic Sourcing, Technology and Sustainability. The main objective of the course is to teach the participants how to develop a comprehensive supply chain to support overall business objectives. The course is case based giving the student pragmatic training for their first career placement.

MKT530 Advanced Marketing Analysis

Hours 3

This course for Master of Science in Marketing and second-year MBA students concerns the generation of marketing research results to help make marketing decisions. The course is designed to complement and build on the skills acquired in Marketing 518, the Survey of Marketing course. The core of Marketing 530 is decision-relevant data; planning its acquisition; getting it from a variety of internal, secondary and primary sources; analyzing it; and using it as the basis of decisions. The course also provides students with marketing analytics-centered skills (ANOVA, regression, factor and cluster analysis). Knowledge developed in the courses can be applied in the fields of market management, product management and project management. This course also helps prepare students to successfully complete team-based projects (Marketing 581) in the spring semester.

MKT531 Services Marketing

Hours 3

An examination of how service firms achieve and maintain marketing excellence.

MKT537 Personal Selling

Hours 3

To understand the basic concepts and principles surrounding personal selling including the sales process and emerging advanced sales topics.

MKT538 Sales Management

Hours 3

The Sales Management course builds on the basic sales process taught in Professional Sales by focusing on Account Management and Team Management.

Prerequisite(s) with concurrency: MKT 537

MKT539 Key Account Management

Hours 3

This course focuses on key account management from a foundations, technology, and real world perspective. The course will provide students a deep dive into how to best manage customer relationships to drive ongoing "customer success" with products that keeps customer buying and using products.

Prerequisite(s): MKT 537

MKT540 Introduction to Digital and Social Media Marketing

Hours 3

This course will address the distinct needs of digital and social media in the area of marketing. Opportunities for application of these skills to real-world business situations will be given to students. The course covers theory along with the tactical elements of creating and branding digital and social media content for companies and organizations.

Prerequisite(s): Master's

MKT542 Digital and Social Media Analytics

Hours 3

This course will give students experience and exposure to advertising analytics in digital and social media. Special focus will be placed on Google AdWords and Google Analytics – the premiere digital advertising and analytics program online at this time. Students will analyze current professional literature on digital and social media analytics and focus on return on investment of online advertising and analytics for businesses and organizations.

Prerequisite(s): Master's

Prerequisite(s) with concurrency: Co-requisites MKT 540 or MKT 543

MKT543 Advanced Digital and Social Media Projects and Studies

Hours 3

This course will give students real world experience in using social media professionally. Students will work in teams on live social media projects with a professional organization while learning Return on Investment strategies and analytical skills.

Prerequisite(s): Masters, MKT 540

MKT591 Independent Study

Hours 1-6

This course allows students to work one-on-one with faculty on a topic mutually agreed on by the faculty and student.

MKT592 Internship

Hours 3

Students work for an organization in an approved business or public sector setting. The internship is administered through the Master of Science in Marketing program.

MKT595 Client-Based Marketing Consultant Projects

Hours 3

This course is devoted entirely to the completion of real-world marketing projects for specific organizational clients. Teams are created based on skills and interests as well as the needs of the clients. The scope of each project is determined by the needs of the client, but it typically is based in decision-making insights from marketing research and involves one or more of such marketing-oriented tasks as: market segmentation and target marketing activities associated with a proposed new product, service, or strategic initiative; the gathering and application of marketing research pertinent to an important GO/NO GO decision by the firm; gauging specific reaction from the potential customer market regarding a proposed new initiative by the client; evaluating the potential competitive advantage of a strategic or tactical move by the firm; creation of and implementation of a plan for research, promotion, launch, pricing, and/or distribution for some aspect of the firm's business. This course is unique. It allows students to use the skills and knowledge that they have acquired in graduate marketing courses as well as build new skills in marketing analysis, project management, client relationship building/maintenance skills, communications, decision-making, and leadership.

MKT596 Capstone Project

Hours 1-3

This course requires the student to apply his/her knowledge of the field of Marketing to recognize operational problems in the field. Further, the student must provide evidence of his/her abilities to communicate understanding of the problem, describe the analysis performed and organize this material effectively for both a written report and corresponding oral presentation.

MKT597 Special Topics In Marketing

Hours 1-6

This course offers faculty a chance to present topics of interest to themselves and to marketing students.

MKT599 Thesis Research

Hours 1-6

A course designed to focus on student's independent research projects.

MKT613 Consumer Behavior

Hours 3

This course will focus on exposing PhD students to academic research related to understanding how and why people consider, choose, use, and evaluate goods and services. Offered spring semester, every other year.

MKT674 Measurement & Structural Equation Modeling

Hours 3

A course that covers measurement theory and how it is applied in scientific research. Students learn to construct effective questionnaires, to develop psychometrically-sound measures of constructs, and to assess measure reliability and validity. Quantitative methods, including exploratory factor analysis, confirmatory factor analysis, and structural equation modeling, are emphasized. Offered fall semester.

MKT688 Quantitative Modeling in Marketing

Hours 3

This course covers multiple approaches to quantitative analysis of marketing data. Modeling skills are developed through analysis of actual data and examination of published applications. Analysis approaches include both dependence models, such as multiple regression and MANOVA, and interdependence models, such as factor analysis. Offered fall semester.

MKT690 Theory Development and Use

Hours 3

This course provides an overview of the role of theory in academic research. The course begins with an introduction of philosophy of science concepts and follows with discussions of what constitutes theory and the importance and role of theory in academic research. To provide students with an appropriate background, various theories are discussed in-depth throughout the semester along with applications of those theories in the literature. Offered every fall semester.

MKT691 Graduate Seminar In Mkt

Hours 3

Through the reading of this course, we will explore in depth several specific areas that are informed by strategic marketing thought. We will not only trace the development of theory in marketing strategy, but chart several courses for future research.

MKT698 Research In Marketing

Hours 1-6

A course designed to focus on students' independent research projects.

MKT699 Dissertation Research

Hours 1-12

This independent research course partially fulfills required doctoral-level research dissertation hours toward the doctoral degree. Under the guidance of their dissertation advisor, students conduct research toward the completion of their doctoral dissertation. Employing various research techniques and methodologies, students work on theoretical and/or applied research topics with the aim of making a novel contribution to the field.

International Business Administration Courses

IBA250 Context of Global Business

Hours 3

Broad introduction to international business providing students with an overview of the terms and concepts key to a better understanding of the complex business environment across the world's interrelated economies.

Prerequisite(s): (EC 110 or EC 112) and (EC 111 or EC 113)

IBA350 Introduction to World Business

Hours 3

This course examines the conduct of business across national boundaries and the impact of different cultures on business practices.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

IBA351 Multinational Business Communication

Hours 3

A study of the principles and practices of intercultural business communication, written and personal. The course requires substantial reading. The focus is on making students aware of the sources of common intercultural business communication problems, and on helping them develop strategies to avoid or correct these problems.

Prerequisite(s): (EN 101 or EN 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or 112) and (EC 111 or 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

Prerequisite(s) with concurrency: IBA 350 (Grade of C- or better) or IBA 352 (Grade of C- or better)

IBA352 Honors Introduction to World Business

UH

Hours 3

This course covers the same material as IBA 350 but in a depth appropriate for honors students. This course examines the conduct of business across national boundaries and the impact of different cultures on business practices. Students cannot receive credit for both IBA 350 and IBA 352.

Prerequisite(s): (EN 101 or 120) and (EN 102 or 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

University Honors

IBA455 Global Marketing

Hours 3

A course in marketing theory and methods as they apply to world markets. Among the topics discussed are: the importance of linking international marketing with the overall strategy of the business while examining the impact of cultural, political and legal issues and the economic differences in global strategies. Emphasis is placed on developing the marketing mix appropriate to various international global environments.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

IBA460 Export/Import Management

Hours 3

This course includes a thorough examination of the export-import management process and highlights its importance in international business strategy.

Prerequisite(s): IBA 350 (Grade of C- or better) or IBA 352 (Grade of C- or better)

IBA492 Internship

Hours 1-3

This course is designed to give students meaningful hands on global business experience (any major) by applying the knowledge and skills learned in course work to on the job assignments and responsibilities at the host organization. That is, this course is a field experience conducted abroad. 2.500 GPA required. Students can apply a maximum of 3 credits of IBA 492 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260

IBA497 Special Topics: Independent Study

Hours 3

This course offers faculty a chance to present topics of interest to themselves and to students with interests in international business. Students may apply a maximum of 9 credits of IBA 497 toward their degree.

Prerequisite(s): (EN 101 or 120) and (EN 102 or EN 121 or EN 103 or EN 104) and (MATH 121 or MATH 125 or MATH 145) and (EC 110 or EC 112) and (EC 111 or EC 113) and (AC 210 or AC 211) and (LGS 200 or LGS 201) and ST 260