SCHOOL OF MARKETING, ANALYTICS AND DESIGN

Undergraduate Programs

MAJORS

• Apparel Design (http://catalog.oregonstate.edu/college-departments/business/apparel-design-bs-hbs/)
  Option:
  • Dean's Academy

• Business Analytics (http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/)
  Options:
  • Dean's Academy
  • Digital Marketing Analytics
  • Human Resource Analytics
  • Market Research and Consumer Analytics

• Design and Innovation Management (http://catalog.oregonstate.edu/college-departments/business/design-innovation-management-bs-hbs/)
  Option:
  • Dean's Academy

• Interior Design (http://catalog.oregonstate.edu/college-departments/business/interior-design-bs-hbs/)
  Option:
  • Dean's Academy

• Marketing (http://catalog.oregonstate.edu/college-departments/business/marketing-ba-bs-hba-hbs/)
  Options:
  • Dean's Academy
  • International Business

• Merchandising Management (http://catalog.oregonstate.edu/college-departments/business/merchandising-management-bs-hbs/)
  Option:
  • Dean's Academy

MINORS

• Marketing (http://catalog.oregonstate.edu/college-departments/business/marketing-minor/)
• Merchandising Management (http://catalog.oregonstate.edu/college-departments/business/merchandising-management-minor/)
• Professional Sales (http://catalog.oregonstate.edu/college-departments/business/professional-sales-minor/)

Graduate Programs

MAJOR

• Design and Human Environment (http://catalog.oregonstate.edu/college-departments/business/design-human-environment-ma-ms-phd/)

MINOR

• Design and Human Environment (http://catalog.oregonstate.edu/college-departments/business/design-human-environment-graduate-minor/)

CERTIFICATE

• Business Analytics (http://catalog.oregonstate.edu/college-departments/business/business-analytics-graduate-certificate/)

Design (DSGN)

DSGN 121, COMPUTER AIDED DESIGN, 3 Credits
Introduction to the Adobe Creative Suite: Illustrator and Photoshop. Instruction in drawing, image editing, flat illustrations and textile design. Lec/studio.
Equivalent to: DSGN 221
Available via Ecampus

DSGN 199, SPECIAL TOPICS, 1-6 Credits
This course is repeatable for 12 credits.

DSGN 226, SPECIFICATION BUYING, 4 Credits
Introduction to terminology, assembly process, quality factors, and costs in the development of sewn product specifications. Lec/lab.

DSGN 244, COLOR INNOVATION, 4 Credits
The aesthetics, meaning, and perception of color provide the foundational knowledge in this course.
Equivalent to: DSGN 244H

DSGN 244H, COLOR INNOVATION, 4 Credits
The aesthetics, meaning, and perception of color provide the foundational knowledge in this course.
Attributes: HNRS – Honors Course Designator
Equivalent to: DSGN 244

DSGN 253, PROFESSIONAL DEVELOPMENT, 3 Credits
Introduces career management process. Emphasizes ongoing, systematic nature of process. Topics include self-assessment, career exploration, preliminary employment strategies.
Prerequisite: DSGN 121 with C- or better
Equivalent to: BA 253, BA 253H, BA 281, BA 281H, BA 291, BA 292, BA 294, BA 295, BA 353, BA 381, BA 382, BA 384, BA 385

DSGN 255, TEXTILES, 4 Credits
Equivalent to: DHE 255
DSGN 276, INTRODUCTION TO MERCHANDISING MANAGEMENT, 4 Credits
Provides the introductory knowledge necessary to prepare students for working in the retail industry. Introduces students to the retail industry including basic terminology, industry history, and to merchandising management decisions. Prepares students for more advanced knowledge acquired in the Merchandising Management concentration.

DSGN 281, DRAWING AND SKETCHING, 4 Credits
Designed for both beginning drawers and those wanting to improve their skills. Focuses exclusively on hand drawing skills with an emphasis on technical drawing skills, observational and perspective drawing, as well as imagination and creativity. Students develop a working knowledge of visual methods for communicating design concepts. Class format includes a combination of quick drawing activities, demonstrations, lectures, critiques, and work time on drawing assignments. Throughout the term students are introduced to the drawings of several prominent designers and artists.

DSGN 282, DRAFTING YOUR CAREER BLUEPRINT, 1 Credit
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include understanding and developing one's own talents and strengths and beginning the initial stages of career exploration.
Equivalent to: BA 282

DSGN 283, CREATIVITY, CULTURE, AND THE WORKPLACE, 1 Credit
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Explores students' unique talents and how teams as well as organizations can benefit from diverse and inclusive communities.
Equivalent to: BA 283

DSGN 284, FOUNDATIONS OF PERSONAL FINANCE I, 1 Credit
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Topics include foundations of personal finance, helping students navigate paying-for-college resources and aiding them in developing and sticking to a realistic budget while in school.
Equivalent to: BA 284

DSGN 287, STUDIO I: DESIGN COMMUNICATION, 4 Credits
Focuses on design communication through electronic media. Students use AutoCAD, SketchUp, and the Adobe Creative Cloud to create 2D and 3D visualizations and presentations of interiors. Lec/studio.

DSGN 311, FRAMING YOUR CAREER PLAN, 1 Credit
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Course topics are designed to help the student explore different types of business communications and how to effectively communicate their ideas in a variety of methods.
Equivalent to: BA 311

DSGN 312, FOUNDATIONS OF PERSONAL FINANCE II, 1 Credit
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Second of four course in Blueprint that is dedicated to learning the foundations of personal finance. Topics include Taxes, Credit, Loans & Cars, and Investing.
Equivalent to: BA 312

DSGN 313, THE ORANGE AND BLACK CASE COMPETITION, 1 Credit
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Strengthens students’ foundational business knowledge, critical thinking abilities, and team collaboration skills through a college-wide case competition.
Prerequisite: BA 260 with C- or better or BA 260H with C- or better
Equivalent to: BA 313

DSGN 327, PERFORMANCE APPAREL INNOVATION I, 4 Credits
Develop innovative performance apparel from technical specifications or prototypes. Analysis of apparel construction related to equipment, cost, quality, end use and customer needs. Lec/lab.
Prerequisite: DSGN 226 with C- or better

DSGN 328, DIGITAL DESIGN FOR APPAREL, 3 Credits
Computer-aided flat pattern, grading and marker techniques using industry relevant pattern development software.
Prerequisite: DSGN 327 with C- or better

DSGN 329, SPORTSWEAR INDUSTRY COLLABORATION, 3 Credits
Industry lead team project. Creation of briefs, sketch, pattern, design textile prints, construct prototypes based on identified consumer and company.
Prerequisite: DSGN 327 with C- or better

DSGN 330, FASHION FORECASTING AND MARKET ANALYSIS, 4 Credits
Forecasting and market analysis processes applied to fashion goods. (Writing Intensive Course)
Attributes: CWIC – Core, Skills, WIC
Prerequisite: WR 222 with C- or better or WR 323 with C- or better or WR 327 with C- or better
Equivalent to: DHE 330
DSGN 333, HISTORY OF CONTEMPORARY FASHION, 4 Credits
Historic analysis of fashion change in men's and women's apparel from 1890 to the present. The influence of social and cultural factors upon Euro-American fashion.

DSGN 341, DESIGN THINKING AND PROCESS INNOVATION, 4 Credits
Application of a qualitative, multi-method approach to gain insight into how the consumer experience can be improved within a given context. Application of design thinking principles to identify and develop solutions to improve consumer experience within a given context.
Equivalent to: DSGN 341H

DSGN 341H, DESIGN THINKING AND PROCESS INNOVATION, 4 Credits
Application of a qualitative, multi-method approach to gain insight into how the consumer experience can be improved within a given context. Application of design thinking principles to identify and develop solutions to improve consumer experience within a given context.
Attributes: HNRS – Honors Course Designator
Equivalent to: DSGN 341

DSGN 342, INTRODUCTION TO DESIGN MANAGEMENT, 4 Credits
Introduces the foundations and concepts of design strategy and creative development.
Prerequisite: DSGN 341 with C- or better

DSGN 343, IDEA VISUALIZATION, 4 Credits
Focuses on the design process through visual communication of ideation and sketching.
Prerequisite: DSGN 342 with C- or better

DSGN 356, SPECIFICATION AND EVALUATION OF PERFORMANCE MATERIALS, 3 Credits
Specification of materials for athletic and outdoor apparel to enhance human comfort, safety, and performance.
Prerequisite: DSGN 255 with C- or better

DSGN 357, EVALUATION OF PERFORMANCE MATERIALS LABORATORY, 1 Credit
Evaluation of materials for athletic and outdoor apparel to enhance human comfort, safety, and performance.
Prerequisite: DSGN 255 with C- or better and DSGN 327 [C-]
Corequisites: DSGN 356
Recommended: Concurrent enrollment with DSGN 356

DSGN 372, MERCHANDISE PLANNING AND CONTROL, 4 Credits
Quantitative analysis of inventory planning, pricing, and control for the profitable management of soft goods; analysis of management problems using quantitative data and merchandising principles.
Prerequisite: DSGN 276 with C or better
Equivalent to: DSGN 472

DSGN 377, RETAIL AND MERCHANDISING, 4 Credits
Evaluation of performance within the merchandising functions of an organization. Development of merchandising plans based on quantitative and qualitative analysis, as well merchandising principles.
Prerequisite: DSGN 372 with C- or better or DSGN 472 with C- or better

DSGN 383, BUILDING CONSTRUCTION AND MATERIALS, 3 Credits
An introduction to the manufacture, characteristics, sustainability, and use of construction materials in commercial and residential construction.
Equivalent to: DHE 283

DSGN 387, STUDIO III: ADVANCED DESIGN COMMUNICATION, 4 Credits
Development of presentation and Building Information Modeling (BIM) skills through various computer programs including Adobe Illustrator, Adobe Photoshop, Sketchup, and Revit Architecture. In-class exercises and take-home assignments.
Prerequisite: DSGN 287 with C- or better

DSGN 388, STUDIO IV: HOSPITALITY DESIGN, 4 Credits
Study and design of hospitality spaces in compliance with building codes and industry standards, with emphasis on sustainability, safety, and cultural context.
Prerequisite: DSGN 387 with C- or better

DSGN 394, STUDIO V: LIGHTING DESIGN, 4 Credits
Lighting design and documentation for residential and small commercial projects. The commercial projects include space planning and lighting design for workspace and retail environments. Lec/Studio.
Prerequisite: DSGN 388 with C- or better
Equivalent to: DHE 394

DSGN 403, THESIS, 1-16 Credits
This course is repeatable for 16 credits.

DSGN 405, READING AND CONFERENCE, 1-16 Credits
Equivalent to: DHE 405
This course is repeatable for 16 credits.

DSGN 406, PROJECTS, 1-16 Credits
This course is repeatable for 16 credits.

DSGN 407, SEMINAR, 1-16 Credits
Equivalent to: DHE 407
This course is repeatable for 16 credits.
DSGN 408, WORKSHOP, 1-16 Credits  
Equivalent to: DHE 408  
This course is repeatable for 16 credits.

DSGN 409, PRACTICUM, 1-16 Credits  
Equivalent to: DHE 409  
This course is repeatable for 16 credits.

DSGN 410, DESIGN INTERNSHIP, 1-6 Credits  
Planned and supervised work experience at selected cooperating business firms. Supplementary training, conference, reports, and appraisals. Graded P/N.  
Equivalent to: DHE 410  
This course is repeatable for 16 credits.

DSGN 411, NAVIGATING YOUR WORKPLACE, 1 Credit  
Part of Blueprint – a 12 course professional development course series to guide the student from college to career. Builds a foundation of financial planning, offering students the tools to successfully manage their career pathways. Topics include: analyzing job offers and benefits packages, negotiating a job’s salary/benefits, strategizing the first 90 days on the job, and advocating for opportunities at work.  
Equivalent to: BA 411

DSGN 412, FINANCIAL PLANNING I, 1 Credit  
Part of Blueprint – a 12-course professional development course series to guide the student from college to career. Continues to build a foundation of financial planning, offering students the tools to successfully prepare for future wealth. Topics include: budgeting for life after graduation, planning for new earnings and income, saving for your future self, and keeping your money and yourself secure.  
Equivalent to: BA 412

DSGN 413, FINANCIAL PLANNING II, 1 Credit  
Part of Blueprint – a 12-course professional development course series to guide the student from college to career. Finalizes the foundations of financial planning, offering students the tools to successfully outline long-term financial goals. Topics include: addressing debt and buying a home, managing risk and insurance, planning for retirement, and creating a long-term legacy.  
Equivalent to: BA 413

DSGN 427, PERFORMANCE APPAREL INNOVATION II, 4 Credits  
Develop innovative performance apparel from technical specifications or prototypes. Analysis of apparel construction related to equipment, cost, quality, end use and customer needs. Lec/lab.  
Prerequisite: DSGN 327 with C- or better

DSGN 428, TECHNICAL SPORTSWEAR SIZING AND FIT, 4 Credits  
Development of sizing and grading systems used in sportswear and evaluation of garment fit by use of virtual and physical prototypes.  
Prerequisite: DSGN 327 with C- or better

DSGN 429, FUNCTIONAL DESIGN AND PRODUCT DEVELOPMENT, 4 Credits  
Design processes and research methods used to create functional designs. Students will identify design problems and develop design brief and functional product line for identified target company. Lec/lab.  
Prerequisite: DSGN 428 with C- or better

DSGN 440, DESIGN RESEARCH, 4 Credits  
Surveys design principles, methods and applications in business outcomes. Application of design research is investigated and analyzed in group projects.  
Prerequisite: DSGN 343 with C- or better

DSGN 441, SERVICE DESIGN INNOVATION, 4 Credits  
Focuses on the impact that service design has on business enterprises. Creative ideation, critical analysis, and innovative thinking are integrated as foundations for service design outcomes.  
Prerequisite: DSGN 440 with C- or better

DSGN 442, MATERIALITY AND MAKING FIELD PROJECT, 4 Credits  
Focuses on material properties and specifications. Students work in the makerspace to design product outcomes.  
Prerequisite: DSGN 440 with C- or better

DSGN 443, CONTEMPORARY HISTORY OF INTERIORS AND HOUSING, 3 Credits  
History of interior design from the mid-19th century to the present.  
Prerequisite: ART 204 with C- or better or ART 205 with C- or better or ART 206 with C- or better

DSGN 471, RETAIL PRESENTATION STRATEGIES, 4 Credits  
Provides an overview of, and examines competitive presentation strategies within, retail environments and channels (e.g., in-store, catalog, online, mobile) by integrating the principles and elements of design with sensory marketing.  
Prerequisite: DSGN 377 with C- or better and (BA 390 [C-] or BA 390H [C-] or BA 223 [C-] or BA 223H [C-] or MRKT 390 [C-])

DSGN 473, RETAIL STRATEGIES PRACTICUM, 4 Credits  
Explores the role that retail strategies play within a value delivery network. Looks at how retailing helps deliver value created in manufacturing and in services. Examines how these organizations develop strategies to attract consumers and also how consumers develop strategies to acquire goods and services from retailers. Provides a foundation for students who plan to work in retailing or related disciplines.  
Prerequisite: DSGN 377 with C- or better
DSGN 475, *GLOBAL SOURCING OF TEXTILES, APPAREL, AND FOOTWEAR, 4 Credits
Trade theory and the effects of trade policy, cultural values, and economics on the global production, distribution, and consumption of textiles, apparel, and footwear. (Bacc Core Course)
Attributes: CSGI – Core, Synth, Global Issues

DSGN 488, STUDIO VI: HEALTHCARE DESIGN, 4 Credits
Interior design project development with emphasis on healthcare design, contract documents, and building codes.
Prerequisite: DSGN 394 with C- or better

DSGN 495, STUDIO VII: SENIOR THESIS II, 4 Credits
Individual design project development of programming document and construction drawings.
Prerequisite: DSGN 488 with C- or better
Equivalent to: DHE 495

Marketing (MRKT)

MRKT 323, ADVANCED APPLICATION OF MARKETING PRINCIPLES, 4 Credits
Develop an understanding of how a market-orientation can help firms to profitably deliver value to targeted customers. Through a combination of case discussions, preparation of a client project, lectures and in-class activities, analyze complex marketing challenges; make strategic decisions for products, services, and brands, based on marketing principles; and persuasively communicate decisions.
Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better
Equivalent to: MRKT 390

MRKT 390, BUILDING AND MANAGING PRODUCTS, SERVICES, AND BRANDS, 4 Credits
Covers concepts and principles used by marketing professionals. Designed explicitly for Marketing majors, it is an introduction to the relationships between customers, products, and companies in a competitive and dynamically evolving marketplace.
Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better

MRKT 396, FUNDAMENTALS OF MARKETING RESEARCH, 4 Credits
Introduction to the fundamentals of market research. Provides a basic understanding of marketing research and relevant decisions in the process.
Prerequisite: (BA 275 with C or better or BA 275H with C or better or BA 276 with C or better or ST 202 with C or better) and (BA 223 [C] or BA 223H [C] or BA 390 [C] or BA 390H [C])
Equivalent to: BA 396
Available via Ecampus

MRKT 477, INTEGRATED MARKETING ANALYTICS PROJECT, 4 Credits
Students will integrate what they have learned to solve industry-sponsored problems. The goal of the class is to provide students with opportunities to design, implement, and evaluate analytic solutions for a real-world enterprise. Student teams will examine the data requirements, technical requirements, and organizational requirements necessary for the success of analytical solutions. The specific goal of the class is to provide students real-world case studies that examine the role of analytics in an organization. Special emphasis will be given to the implementation and leadership of the analytical function in an enterprise.
Prerequisite: BA 474 with C- or better and BA 475 [C]

MRKT 484, DIGITAL MARKETING PLATFORMS, 4 Credits
Examines the major digital channels and platforms for digital marketing, theories and techniques of digital marketing, implementation considerations, and associated risks and limitations.
Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better
Available via Ecampus

MRKT 485, SEARCH MARKETING, 4 Credits
Examines the fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and how they can be integrated into an overall marketing strategy to maximize brand visibility and performance.
Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better
Available via Ecampus

MRKT 486, CUSTOMER RELATIONSHIP MANAGEMENT, 4 Credits
An integration of people, process and technology. Students will learn how individuals and companies can gain the return on investment that they expect through technology implementation, service and business process mapping, employee training, customer relationship, customer life time value, technology solutions that track customer data and employee performance.
Prerequisite: BA 396 with C- or better or MRKT 396 with C- or better
Equivalent to: BA 486
Available via Ecampus

MRKT 488, PROFESSIONAL SALES, 4 Credits
Emphasizes coverage and utilization of principles and theory of personal selling to address sales opportunities in a variety of contexts. Focuses on the use of sales skills by professional salespeople.
Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better
Equivalent to: BA 491
MRKT 489, PERSONAL SELLING SKILLS AND TECHNIQUES, 4 Credits

Learn and develop the skills necessary for persuasive encounters in personal selling settings, such as making sales calls, preparing and delivering presentations, writing documents (sales proposals, cover letters, and resumes) and structuring logical, persuasive, prioritized arguments.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 489
Available via Ecampus

MRKT 491, QUALITATIVE RESEARCH METHODS, 4 Credits

Students will gain an overall understanding of qualitative research and methods such as focus groups, in-depth interviews, and observational research. Explores qualitative research methods through hands-on learning and experiences.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Available via Ecampus

MRKT 492, CONSUMER BEHAVIOR, 4 Credits

Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make decisions, and why different individuals/groups make different decisions. Application of behavioral science concepts at individual, subcultural and cultural levels. Effects of consumerism and regulation also are considered.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 492
Available via Ecampus

MRKT 493, INTEGRATED MARKETING COMMUNICATIONS, 4 Credits

Analysis of the influence of marketing communications on the attitudes and behaviors of consumer and industrial buyers. Identification and examination of the major decisions made by marketing/advertising managers in implementing the promotional mix.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 493
Available via Ecampus

MRKT 495, RETAIL MANAGEMENT, 4 Credits

Management of retail business with emphasis on strategic planning, analysis, and control, focused on middle- and upper-middle management decisions.

Prerequisite: BA 390 with C or better or BA 390H with C or better or BA 223 with C or better or BA 223H with C or better

Available via Ecampus

MRKT 496, MARKETING RESEARCH PRACTICUM, 4 Credits

Provides the student with practical experience in the collection, analysis and interpretation of primary data.

Prerequisite: MRKT 396 with C or better or BA 396 with C or better

Equivalent to: BA 496
Available via Ecampus

MRKT 497, GLOBAL MARKETING, 4 Credits

Consideration of cultural, political, regulatory, economic and trade barriers in the design of marketing plans for product development, pricing, channels of distribution; and promotion alternatives in a global market.

Prerequisite: (BA 347 with C or better or BA 347H with C or better) and (BA 390 [C] or BA 390H [C] or BA 223 [C] or BA 223H [C])

Equivalent to: BA 497

MRKT 498, SERVICES MARKETING, 4 Credits

Formulation of strategic and tactical marketing plans for organizations (both profit and not-for-profit) in the service sector of the economy. Projects or cases are used to provide a comprehensive experience.

Prerequisite: BA 223 with C or better or BA 223H with C or better or BA 390 with C or better or BA 390H with C or better or MRKT 390 with C or better

Equivalent to: BA 498
Available via Ecampus

MRKT 499, MARKETING STRATEGY, 4 Credits

Market and competitive analysis for developing overall strategies and tactics to achieve the marketing objectives of the business enterprise. Projects or cases are used to provide a comprehensive experience.

Prerequisite: MRKT 396 with C or better or BA 396 with C or better

Equivalent to: BA 499

MRKT 581, APPLIED QUANTITATIVE MARKETING ANALYSIS, 4 Credits

Includes a comprehensive presentation of quantitative methods used in marketing management. It is designed to prepare students to use quantitative techniques in making marketing decisions. Topics include ANOVA, regression, discriminant and logit analysis, factor analysis, cluster analysis, and structural equation modeling.

Prerequisite: BA 596 with C or better or MRKT 596 with C or better
MRKT 582, APPLIED QUALITATIVE MARKETING ANALYSIS, 3 Credits
Explores the uses and application of qualitative research methods to inform and improve marketing decision-making. Students will be introduced to such methods as focus group interviews, individual in-depth interviews, observational research methods, participant observation, and ethnographic immersion. Students will learn appropriate analytic strategies and reporting methodologies.
Prerequisite: BA 596 with C or better or MRKT 596 with C or better

MRKT 584, DIGITAL MARKETING PLATFORMS, 4 Credits
Examines the major digital channels and platforms for digital marketing, theories and techniques of digital marketing, implementation considerations, and associated risks and limitations.
Prerequisite: BA 516 with B- or better
Available via Ecampus

MRKT 585, SEARCH MARKETING, 4 Credits
Examines the fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and how they can be integrated into an overall marketing strategy to maximize brand visibility and performance.
Prerequisite: BA 516 with B- or better
Available via Ecampus

MRKT 586, CUSTOMER RELATIONSHIP MANAGEMENT, 4 Credits
An integration of people, process and technology. Students will learn how individuals and companies can gain the return on investment that they expect through technology implementation, service and business process mapping, employee training, customer relationship, customer life time value, technology solutions that track customer data and employee performance.
Prerequisite: BA 516 with B- or better
Recommended: MRKT 396 with a minimum grade of C-
Available via Ecampus

MRKT 587, DESIGNING CUSTOMER EXPERIENCES, 3 Credits
Allows students to explore the process of designing customer experiences in ways that allow firms to successfully deliver value in a complex, dynamic competitive environment. Building on knowledge developed through collaboration, generation of customer insights, and mapping exercises, students will work in teams to design a customer experience for an industry client. Lec/studio.
Prerequisite: BA 590 with B- or better and MRKT 592 [B-]

MRKT 588, PROFESSIONAL SALES, 4 Credits
Emphasizes coverage and utilization of principles and theory of personal selling to address sales opportunities in a variety of contexts. Focuses on the use of sales skills by professional salespeople.

MRKT 589, PERSONAL SELLING SKILLS DEVELOPMENT, 4 Credits
Learn and develop the skills necessary for persuasive encounters in personal selling settings, such as making sales calls, preparing and delivering presentations, writing documents (sales proposals, cover letters, and resumes) and structuring logical, persuasive, prioritized arguments.
Recommended: BA 491 or MRKT 488 with a minimum grade of C-
Available via Ecampus

MRKT 592, CONSUMER BEHAVIOR, 3 Credits
Understanding the processes that lead to purchase, so as to improve decisions on segmentation and the appropriate marketing mix for each segment. How consumers and households make decisions, and why different individuals/groups make different decisions. Application of behavioral science concepts at individual, subcultural and cultural levels. Effects of consumerism and regulation also are considered.
Prerequisite: BA 516 with B- or better
Equivalent to: BA 592
Available via Ecampus

MRKT 593, INTEGRATED MARKETING COMMUNICATIONS, 3 Credits
Analysis of the influence of marketing communications on the attitudes and behaviors of consumer and industrial buyers. Identification and examination of the major decisions made by marketing/advertising managers in implementing the promotional mix.
Prerequisite: BA 516 with B- or better
Equivalent to: BA 593
Available via Ecampus

MRKT 595, RETAIL MANAGEMENT, 4 Credits
Management of retail business with emphasis on strategic planning, analysis, and control, focused on middle- and upper-management decisions.
Equivalent to: BA 595
Recommended: (BA 390 or BA 390H or BA 590) with a minimum grade of C-
Available via Ecampus

MRKT 596, MARKETING RESEARCH DESIGN AND METHODS, 3 Credits
Focuses on articulating research problems, creating appropriate research design to address information needs (i.e., understanding markets, competitors, and customers), ethics (to include IRB training), and the application of diverse data collection methods, including secondary, qualitative, and quantitative methods. Measurement, sampling, and data preparation will also be addressed.
Equivalent to: BA 596
Recommended: BA 390
MRKT 597, GLOBAL MARKETING, 4 Credits
Consideration of cultural, political, regulatory, economic and trade barriers in the design of marketing plans for product development, pricing, channels of distribution; and promotion alternatives in a global market.

Equivalent to: BA 597
Recommended: BA 347 and (BA 390 or BA 390H or BA 590) with a minimum grade of C-

MRKT 599, SELECTED TOPICS IN MARKETING, 1-4 Credits
Concepts and methods in advanced marketing management practice. Latest theoretical developments and quantitative methods in marketing, with particular relevance to managerial applications. Topics will vary from term to term.

Equivalent to: BA 599
This course is repeatable for 16 credits.

MRKT 690, MARKETING AND COMMERCIALIZATION, 3 Credits
Surveys marketing research related to innovation. Specific topics may change from quarter to quarter, but sample topics include research on marketing strategy, consumer behavior, brand equity, brand management, and product management, each from the perspective of the consumer and the firm.