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 market 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 397, 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 398, 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 399, BUILDING AND MANAGING BRANDS, 4 Credits
Explores the role of brands in the modern era and the strategy for building and managing brands. Focuses on the development and execution of brand strategies that align with the 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 474, 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 477, 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 lifetime 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 491
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
Equivalent to: BA 495
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.