

# MARKETING (MRKT)

## **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.

**Prerequisites:** 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.

**Prerequisites:** (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

## **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.

**Prerequisites:** BA 474 with C- or better and BA 475 [C-]

## **MRKT 484. DIGITAL MEDIA AND MARKETING INTEGRATION. (4 Credits)**

Digital media is a necessary component of marketing in today's businesses and non-profit organizations. The digital media industry is changing rapidly and transforming the way businesses connect and communicate with their customers. The number of digital marketing platforms, their strengths, weaknesses, and diversity of delivery make digital marketing an exciting opportunity. This course examines the major digital channels and platforms, implementation considerations, and the associated risks and limitations.

**Prerequisites:** 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

## **MRKT 485. SEARCH ENGINE MARKETING. (4 Credits)**

Online visibility is driven by the effectiveness of an organization's Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Search Marketing teaches the fundamentals of SEO and SEM and how they can be integrated into an overall marketing strategy to maximize brand visibility and performance.

**Prerequisites:** 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

## **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.

**Prerequisites:** BA 396 with C- or better or MRKT 396 with C- or better  
**Equivalent to:** BA 486

## **MRKT 488. PERSONAL SELLING. (4 Credits)**

An introductory course that focuses on two areas: the principles and theory of personal selling, and on understanding and developing the interpersonal communication skills needed for successful personal selling.

**Prerequisites:** 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.

**Prerequisites:** 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

## **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.

**Prerequisites:** 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

## **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.

**Prerequisites:** 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

## **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.

**Prerequisites:** 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

## **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.

**Prerequisites:** BA 390 with C- or better or BA 390H with C- or better

**Equivalent to:** BA 495

## **MRKT 496. MARKETING RESEARCH PRACTICUM. (4 Credits)**

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

**Prerequisites:** MRKT 396 with C or better or BA 396 with C or better

**Equivalent to:** BA 496

**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.

**Prerequisites:** (BA 347 with C- or better or BA 347H with C- or better) and (BA 390 [C-] or BA 390H [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.

**Prerequisites:** 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

**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.

**Prerequisites:** 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.

**Prerequisites:** 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.

**Prerequisites:** BA 596 with C or better or MRKT 596 with C or better

**MRKT 584. DIGITAL MEDIA AND MARKETING INTEGRATION. (4 Credits)**

Digital media is a necessary component of marketing in today's businesses and non-profit organizations. The digital media industry is changing rapidly and transforming the way businesses connect and communicate with their customers. The number of digital marketing platforms, their strengths, weaknesses, and diversity of delivery make digital marketing an exciting opportunity. This course examines the major digital channels and platforms, implementation considerations, and the associated risks and limitations.

**Prerequisites:** BA 516 with B- or better

**MRKT 585. SEARCH ENGINE MARKETING. (4 Credits)**

Online visibility is driven by the effectiveness of an organization's Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Search Marketing teaches the fundamentals of SEO and SEM and how they can be integrated into an overall marketing strategy to maximize brand visibility and performance.

**Prerequisites:** BA 516 with B- or better

**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.

**Prerequisites:** BA 516 with B- or better

**Recommended:** MRKT 396 with a minimum grade of C-

**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.

**Prerequisites:** BA 590 with B- or better and MRKT 592 [B-]

**MRKT 588. PERSONAL SELLING. (4 Credits)**

An introductory course that focuses on two areas: the principles and theory of personal selling, and on understanding and developing the interpersonal communication skills needed for successful personal selling.

**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-

**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.

**Prerequisites:** BA 516 with B- or better

**Equivalent to:** BA 592

**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.

**Prerequisites:** BA 516 with B- or better

**Equivalent to:** BA 593

**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-

**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.