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])

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 lifetime value, technology solutions that track customer data and employee performance.
Prerequisites: BA 396 with C- or better or MRKT 396 with C- or better

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

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

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

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

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

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 MRKT 396 with C or better

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 and (BA 390 [C] or BA 390H [C-])

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
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

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

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.

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

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

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.

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.

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.

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. 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.