

MKT

Marketing

***MKT 300 MARKETING MANAGEMENT. (3)**

The literature and problems in the retail distribution of consumers' goods, wholesale distribution of consumers' goods, industrial goods, sales organizations, sales promotion and advertising, and price policies. Prereq: Sophomore standing or higher.

MKT 303 SUPPLY CHAIN MANAGEMENT. (3)

The study of supply chain management involves the management of key business processes, the flow of goods and information, and relationships with fellow members of the supply chain. This course will introduce students to the terminology, concepts, and skills related to supply chain management. Students will develop an understanding of the complexities associated with the physical movement of goods and information, and how they affect the mission of the firm. Discussions will address the various processes and activities within an organization and how they interface with other members of the supply chain. Prereq: Completion of all college pre-major requirements and admission to Upper Division in Business and Economics. Non B&E Upper Division undergraduate students may be enrolled with the consent of the instructor. (Same as AN 303.)

***MKT 306 BUSINESS INTELLIGENCE AND DATA VISUALIZATION. (3)**

This course introduces students to the principles, tools and best practices of business intelligence and data visualization to enable the analysis of business data to improve decisions and performance. The course provides students with hands-on experience using appropriate software to create visual displays of quantitative data – in reports, graphs, charts, maps, stories and dashboards -- to facilitate communication of actionable insights for managerial decision-making. Prereq: AN 300. (Same as AN 306.)

MKT 310 CONSUMER BEHAVIOR. (3)

The application of psychology, sociology, and anthropology to marketing. Includes such topics as consumer decision process, communications, interpersonal behavior, innovation. Prereq: MKT 300.

#MKT 315 DIGITAL MARKETING STRATEGY CREATION. (3)

This course addresses the evaluation of a firm's digital marketing strategy. The objective of the course is for students to understand the different approaches firms can use in developing a cohesive digital marketing strategy through content. Topics covered include the customer journey, search engine optimization, paid traffic, and social media marketing campaigns. Students will learn how to develop a comprehensive digital marketing content strategy. Prereq: Completion of all college pre-major requirements and admission to Upper Division in Business & Economics. Non B&E Upper Division students may be enrolled with the consent of the instructor.

MKT 320 RETAIL AND DISTRIBUTION MANAGEMENT. (3)

Analysis of the functions, structure, policies, and performance of distribution channels and institutions. The course objective is to provide students with an understanding of concepts and decision making tools useful in managing manufacturer-retailer relationships and distribution costs at both the channel and retail level. The course is also concerned with the legal and socio-economic impact of distribution trends and practices. Prereq: MKT 300.

***MKT 324 BUSINESS DATA MANAGEMENT. (3)**

This course introduces "big data," data harvesting and cleaning, relational databases, structured query language (SQL), Data Warehousing, and online analytical processing (OLAP). The course emphasizes data structure, database design, data queries and data manipulation. Prereq: AN 306 or consent of instructor. (Same as AN 324.)

#MKT 325 DIGITAL MARKETING STRATEGY EVALUATION. (3)

This course addresses the evaluation of a firm's digital marketing strategy. The objective of the course is for students to understand the different approaches that firms can use to assess the effectiveness of their digital marketing efforts. Topics covered include the evaluation of a firm's website, search, and social media marketing campaigns. Students will learn how to develop a comprehensive digital marketing evaluation strategy. Prereq: Completion of all college pre-major requirements and admission to Upper Division in Business & Economics. Non B&E Upper Division students may be enrolled with the consent of the instructor.

MKT 330 PROMOTION MANAGEMENT. (3)

The objectives of the Promotion Management course are to develop awareness and understanding of the role and functions of promotion within firms and within society and to explicitly attempt to develop student thinking skills, i.e., problem identification, problem analysis, and problem solving, in the area of promotion. Prereq: MKT 300 and MKT 310 or permission of instructor.

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MKT 340 INTRODUCTORY MARKETING RESEARCH. (3)

Managerial applications of research in marketing decision making. The course objective is to provide students with expertise in defining information needs, selecting information sources and organizing information in decision-making contexts. Application of major concepts will be illustrated in marketing policy areas. Prereq: MKT 300, ECO 391.

#MKT 351 CORPORATE SOCIAL RESPONSIBILITY. (3)

This course is designed to give tools for learning to become socially responsible managers and leaders. It focuses on the social responsibilities that businesses have towards all stakeholders in the operating environment, including owners, employees, customers and society in general how responsibilities to these stakeholders intersect with tactical and strategic decisions. Emphasis is placed on an experiential approach to determining and implementing social responsibilities of business, and potential for conflicts among stakeholders, are experienced directly. The inherent tension between profitability and stakeholder stewardship is a focal point of the course. Prereq: Sophomore standing.

MKT 390 SPECIAL TOPICS IN MARKETING (Subtitle required). (1-3)

Readings, projects, lecture and/or discussion to illuminate current topics of special interest or concern in marketing. May be repeated to a maximum of six credits. May not be repeated under the same title. A particular topic may be offered at most twice under the MKT 390 number. Prereq: Consent of instructor.

MKT 395 INDIVIDUAL WORK IN MARKETING. (1-6)

Student develops a specific program with instructor. One or more papers is typically expected. May be repeated to a maximum of six credits. Prereq: GPA of 3.0 in major, approval of instructor and chairperson.

MKT 403 PRODUCTION AND INVENTORY SYSTEMS. (3)

This course is an advanced introduction to the complexities of managing production and inventory systems. An enterprise's success in today's highly-competitive, often-global business environment, depends on effectively managing its production activities and the related inventories at various production-process stages. Because such decisions are invariably tied to demand forecasts, the course begins with an examination of forecasting. Students are then led through the topics of production planning, master scheduling, material-requirements & manufacturing-resources planning, production activity control, capacity management, and sequencing & scheduling. The course culminates with coverage of contemporary trends toward just-in-time manufacturing systems and lean manufacturing systems. Applications of analogous systems and principles in the service sector are also addressed throughout the course. Prereq: Completion of all college pre-major requirements and admission to Upper Division or graduate student status in Business and Economics. Non-B&E Upper Division undergraduate students and graduate students may be enrolled with the consent of the instructor. (Same as AN 403G.)

MKT 406 PRODUCTIVITY AND QUALITY MANAGEMENT. (3)

This course is an advanced treatment of two related concepts that are vital to the success of an enterprise: quality and productivity. As a key ingredient of competitive strategy, quality encompasses many attributes of a product or service – such as its design, its features, fit and finish, durability, safety, and customer treatment. In highly competitive settings, a firm that achieves and sustains high quality levels for its goods and/or services, while remaining at least as efficient as competitors in processes used to produce these outputs, tends to outperform its competitors. Beginning with an examination of connections between quality and productivity, this course examines their underlying philosophic, strategic, and human issues. The coverage includes emergent practices for continuous improvement including Kaizen, Six Sigma, customer relationship management, and strategic planning. Prereq: Completion of all college pre-major requirements and admission to Upper Division or Graduate Student status in Business and Economics. Non-B&E Upper Division undergraduate students and graduate students may be enrolled with the consent of the instructor. (Same as AN 406G.)

MKT 410 PERSONAL SELLING. (3)

A detailed exposure to personal selling techniques. Emphasis placed on sales process, especially planning and delivery of sales presentations. Selected sales management topics include recruiting, training, motivating and evaluating sales people, as well as ethical and legal issues. Prereq: MKT 300 and marketing majors only.

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***MKT 420 BUSINESS DATA MINING. (3)**

Data mining is concerned with tools and techniques to numerically and visually explore vast data sets, classify data, predict outcomes, and identify associations, patterns, and exceptional events. Such capabilities enable firms to—for example—better segment markets, evaluate and classify stocks, identify prospective customers, predict contingencies and catastrophes, identify defaulters and fraudulent transactions, measure churn, identify threats, perform service requests, and bundle goods and services. Such capabilities are critical in global, competitive business settings. This course is an introduction to the rapidly blossoming field of Data Mining. Prereq: AN 300. (Same as AN 420G.)

MKT 430 SERVICES MARKETING MANAGEMENT. (3)

This course addresses marketing and management issues and problems faced by service organizations. Marketing and management concepts are broadened and applied to the service organizations. Topics related to service quality, the marketing mix, and service delivery are covered. Prereq: MKT 300, MGT 301. (Same as MGT 430.)

MKT 435 INTERNATIONAL MARKETING. (3)

The primary objectives of this course are to: 1) familiarize the student with selected strategic marketing issues in a multinational environment, 2) examine alternative ways by which a firm can expand internationally, and 3) help the student develop a systematic approach for dealing with global and international marketing issues. Prereq: MKT 300.

MKT 440 TOPICS IN ANALYTICS. (3)

This course covers contemporary topics in enterprise data, analysis, and decision making. Past coverage has included Data Mining, Data Communications, and Valuation of Information. The topics covered would also be valuable to students from programs such as Computer Science, Telecommunications, Statistics and Engineering. Prereq: Completion of all college pre-major requirements and admission to Upper Division or Graduate Student status in Business and Economics. Non-B&E Upper Division undergraduate students and graduate students may be enrolled with the consent of the instructor. (Same as AN 440G.)

MKT 445 SPORTS MARKETING. (3)

The purpose of the course is to develop an understanding of strategic marketing concepts and activities as they apply to the context of sports. Marketing concepts and activities related to the marketing mix, consumer/fan behavior, and business organization-sport organization relationships will be examined. Prereq: MKT 300 and Marketing majors only.

MKT 450 MARKETING STRATEGY AND PLANNING. (3)

As the capstone course for marketing majors, this class examines analytical processes for managerial marketing decisions. Topics will include such problem areas as product planning, distribution systems, advertising strategies, information systems, pricing decisions and buying behavior. Prereq: MKT 300, MKT 310, MKT 340 and one other marketing elective.

MKT 600 MARKETING MANAGEMENT. (3)

This course is designed to provide students with an understanding of: the role of marketing function in an organization; the types of marketing decisions and analytical procedures involved in making each decision; the overall marketing planning process; and, the impact of the social, economic, and legal environment on marketing decisions. Prereq: Graduate Status.

MKT 601 MARKETING RESEARCH. (3)

MKT 601 entails a vigorous examination of research methodology applicable to marketing situations. Emphasis is placed on 1) experimental design, 2) survey design and administration, and 3) analytical procedures. Practical application of marketing research is stressed. Legal and social issues are also examined. Prereq: Membership in the MBA program or approval by the department.

MKT 611 NEW PRODUCT DEVELOPMENT. (3)

An examination of how firms manage the new product development or service process. Topics covered include ideation, screening; design and prototyping; product portfolio management, new product launch and product acceptance. Prereq: DIS 651; ECO 610; MKT 600.

MKT 622 SALES MANAGEMENT. (3)

MKT 622 entails a comprehensive examination of the planning, implementing, and control of personal contact programs designed to achieve the sales objectives of the firm. Managerial decision-making is emphasized through the application of lecture material, readings, and case studies. Prereq: Completion of first year of MBA program or permission of instructor.

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MKT 623 MARKETING IN SERVICE AND NONPROFIT ORGANIZATIONS. (3)

The purpose of the course is to broaden and apply the conceptual system of marketing to the marketing problems of service and nonprofit organizations. Concepts such as marketing mix, marketing segmentation, market positioning, channels of distribution and others will be applied to the problems of service and nonprofit organizations. Prereq: MKT 600 or permission of the instructor.

MKT 624 INTERNATIONAL MARKETING MANAGEMENT. (3)

Examines the broad implications for marketing strategy and decision making of the firm in an international context. Addresses comprehensive survey of firm entry strategies, marketing mix decisions, product policies, and environmental factors in a global context. Context-based problems such as implicit barriers to entry through distribution channel management will also be addressed. Prereq: MKT 600 or permission of instructor.

MKT 695 INDIVIDUAL WORK IN MARKETING. (1-6)

Students confer individually with the instructor. May be repeated to a maximum of six credits. Prereq: Consent of instructor.

MKT 700 SEMINAR IN MARKETING MANAGEMENT. (3)

A doctoral seminar directed toward the basic decision areas of marketing management. Emphasis is on traditional, classic, and contemporary literature that presents important conceptualizations of marketing practices and empirical research in marketing management. Prereq: Consent of instructor.

MKT 710 SEMINAR IN CONSUMER BEHAVIOR. (3)

The seminar is specifically designed for the needs of doctoral students in marketing in that it emphasizes empirical research, theory and methodology as they relate to consumer behavior. The objectives of the seminar are (1) to familiarize the students with the literature of consumer behavior, (2) to stimulate critical thinking about existing research, and (3) to evaluate existing theories, conceptualizations, and models of buyer behavior. Prereq: Consent of instructor.

MKT 720 SEMINAR IN MARKETING THEORY. (3)

A survey, analysis and evaluation of the current research in marketing theory. Detailed attention is given to problems of determining the meaning and boundaries of marketing theory. Emphasis is placed on introducing the student to the substantive content of marketing theories and their methodologies. Prereq: MKT 600 or consent of instructor.

MKT 763 RESEARCH, DESIGN AND ANALYSIS. (3)

This course deals with the design and analysis of business research. Emphasizes the practical application of analysis of variance and correlational techniques to problems in business research. Focus will be on design, implementation, and interpretation of research. Prereq: MGT/MKT/FIN 762. (Same as MGT 763.)

MKT 771 SEMINAR IN BUSINESS ADMINISTRATION. (3)

Each semester some topic currently discussed in scholarly journals in business administration will be studied intensively. May be repeated to a maximum of nine credits. Prereq: Consent of instructor.

MKT 781 INDEPENDENT WORK IN MARKETING. (1-6)

Designed for advanced students who undertake research problems to be conducted in regular consultation with the instructor. May be repeated to a maximum of six credits. Prereq: Consent of instructor.