MARKETING (MARKETNG)

MARKETING 300 — MARKETING MANAGEMENT
3 credits.
Planning and controlling the elements of the marketing program; marketing organization, product and service, packaging, pricing, promotion and physical distribution.
Requisites: Sophomore, Junior or Senior standing; ECON 101
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING 305 — CONSUMER BEHAVIOR
3 credits.
Analysis of the theories of consumer behavior and their application to marketing decision-making. Psychological, economic, anthropological and sociological perspectives are integrated to enhance understanding of consumer acquisition processes. Stdts may not receive cr for both Marketing 305 CNSR SCI 657
Requisites: So, JI, or Sr st; Marketing 300.
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING 310 — MARKETING RESEARCH
3 credits.
Systematic and objective search for and analysis of information relevant to the identification and solution of problems in marketing.
Requisites: So, Ji, or Sr st; Marketing 300; GEN BUS 303 or equiv
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING 335 — BRAND MANAGEMENT & STRATEGY
3 credits.
To provide an understanding of brands, how they work and to apply brand knowledge to managerial situations. Knowledge of brand history, societies and cultures that surround them, critical mental processes, marketing imperatives, and the economics that underlie them to understand brands.
Requisites: Sophomore, Junior or Senior standing; Marketing 300
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING 355 — MARKETING IN A DIGITAL AGE
3 credits.
This course prepares students with a foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. This course covers the fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising.
Requisites: MARKETING 300 and sophomore standing
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING 365 — CONTEMPORARY TOPICS
1-3 credits.
A course for the exploration of subject areas possibly to be introduced into the business curriculum.
Requisites: So, Jr, or Sr st; Marketing 300
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

MARKETING 399 — READING AND RESEARCH-MARKETING
1-6 credits.
Requisites: So, Jr, or Sr st; Marketing 300
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2017

MARKETING 415 — MARKETING COMMUNICATIONS
3 credits.
Decision making in the management of communications between the firm and the public. Communications theories, advertising and promotional management. An evaluation of the promotional mix, i.e. personal selling, advertising media, packaging, sales promotion and publicity.
Requisites: Sophomore, Junior, or Senior standing; Marketing 300
Repeatable for Credit: No
Last Taught: Spring 2017

MARKETING/INTL BUS 420 — GLOBAL MARKETING STRATEGY
3 credits.
Structure of foreign trading; commercial facilities available to exporters and importers; application of economic analysis in marketing decisions; contemporary trends in international economy affecting foreign trade policies and practices.
Requisites: Sophomore, Junior or Senior standing; Marketing 300
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING/OTM 421 — FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT
3 credits.
Supply chain management is a cross-functional discipline concerned with the movement of products, services, and information among all links in the value chain. The management of supply chain resources is a way to reduce costs and achieve competitive advantage.
Requisites: So, Jr, or Sr st; Marketing 300
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETING/OTM 422 — LOGISTICS MANAGEMENT
3 credits.
Provides a management perspective on the fundamental activities, concepts, and current practices in logistics. Transportation management, order fulfillment, warehousing, global logistics, key performance indicators, outsourcing, and introduction to radio frequency identification and barcoding. Use of case studies and industry speakers.
Requisites: OTM 300 or equiv, Marketing 300 or equiv
Repeatable for Credit: No
Last Taught: Fall 2017
MARKETING 423 — PROCUREMENT & SUPPLY MANAGEMENT
3 credits.

Procurement and supply management is the business function concerned with an organization's acquisition of required materials, services, and equipment. The course covers the purchasing function's responsibilities and the necessary knowledge to develop effective sourcing strategies.

**Requisites:** So, Jr, or Sr st; Marketing 300
**Repeatable for Credit:** No
**Last Taught:** Fall 2017

MARKETING 425 — MARKETING CHANNELS
3 credits.

The structure and behavior of marketing channels from a managerial frame of reference. Strong emphasis on understanding marketing institutions and agencies and on dissecting behavioral aspects of channel relations—roles of members, use of power, and resolution of conflicts.

**Requisites:** Sophomore, Junior, or Senior standing; Marketing 300
**Repeatable for Credit:** No
**Last Taught:** Fall 2017

MARKETING 427 — ENTERPRISE SYSTEMS AND SUPPLY CHAIN MANAGEMENT
3 credits.

Provides an overview of enterprise systems and supply chain business processes. Introduces students to how enterprise systems are used to manage supply chains and make effective business decisions. Students will use SAP enterprise resource planning software throughout the course. Not open to graduate students

**Requisites:** Sophomore standing, MARKETING 300 and OTM 300.
**Repeatable for Credit:** No
**Last Taught:** Spring 2017

MARKETING 430 — STRATEGIC PRICING
3 credits.

Pricing is one of the most important but least understood of marketing decisions. This course aims to equip you with key concepts and techniques for evaluating and formulating pricing strategies. We will use a combination of analytical and experiential learning methods to accomplish this objective.

**Requisites:** MARKETING 300 and sophomore standing
**Repeatable for Credit:** No

MARKETING 440 — EMERGING ISSUES IN NEW PRODUCT DEVELOPMENT
3 credits.

The goal of this course is to examine emerging issues in new product development (NPD) such as customer co-creation, R D alliances, and outsourcing of innovation.

**Requisites:** Sophomore, Junior or Senior standing; Marketing 300
**Repeatable for Credit:** No
**Last Taught:** Fall 2011

MARKETING 450 — MARKETING ANALYTICS
3 credits.

In this course we will study the impact of analytics on successful marketing decisions. The course covers a spectrum of topics that include marketing metrics, digital analytics, marketing response models, segmentation, product design, experimentation and big data. It is designed for students with some background in quantitative methods and an exposure to basic marketing research concepts. The course will use a combination of lectures, cases and hands-on model building focused on marketing analytics. Not open to graduate students.

**Requisites:** Sophomore standing, MARKETING 300 and MARKETING 310.
**Repeatable for Credit:** No

MARKETING 460 — MARKETING STRATEGY
3 credits.

Capstone marketing decision-making course emphasizing analysis of the external environment. The coordination of tactical and strategic marketing plans with the goals and objectives of the firm. Prior completion of 2 Marketing crses beyond Marketing 300

**Requisites:** Sr st; Marketing 300.
**Repeatable for Credit:** No
**Last Taught:** Fall 2017

MARKETING 635 — SALES MANAGEMENT
3 credits.

Determination of the amount and allocation of personal sales effort to be applied to the market and methods of organizing, evaluating and controlling this effort. A critical evaluation of current practice in sales planning, analysis and cost control.

**Requisites:** So, Jr, or Sr st; Marketing 300
**Repeatable for Credit:** No
**Last Taught:** Fall 2016

MARKETING 640 — STRATEGIC RETAILING
3 credits.

This course provides an overview of the different types of retailers and the channels they use, the retailing environment, the functions retailers perform, the decision-making processes of consumers with respect to retailers and their offerings, and various issues in retailing strategy, merchandise management and store management.

**Requisites:** Sophomore standing
**Repeatable for Credit:** No
**Last Taught:** Fall 2017

MARKETING 700 — MARKETING MANAGEMENT
3 credits.

Provides a framework for evaluating marketing problems and developing a marketing strategy. Customer, company, competitive, and collaborator factors are emphasized as foundations for marketing decision making. The key aspects of product, pricing, distribution, and promotion strategy are also examined.

**Requisites:** Grad standing
**Repeatable for Credit:** No
**Last Taught:** Fall 2017
MARKETNG 705 — CONSUMER BEHAVIOR
3 credits.

Analysis of theories and models of behavior which underlie the process of consumer decision-making. Marketing applications of psychological, sociological and social-psychological factors.

Requisites: Marketing 700 or equiv
Repeatable for Credit: No
Last Taught: Fall 2014

MARKETNG 710 — MARKETING RESEARCH
3 credits.

An overview of the marketing research process from a methodological perspective. Topics: Research design, data collection procedures, sampling and data analysis.

Requisites: Marketing 700 or equiv GEN BUS 303 or equiv
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETNG 715 — MARKETING COMMUNICATIONS
3 credits.

Decision-making in the management of promotions. An evaluation of promotional mix, communications theories, advertising and promotional management and strategy development.

Requisites: Marketing 700 or equiv
Repeatable for Credit: No
Last Taught: Spring 2017

MARKETNG/OTM 722 — LOGISTICS MANAGEMENT
3 credits.

This course provides a foundation in transportation, order fulfillment, warehousing, materials planning including MRP, demand planning, import/export fundamentals, SAP/ERP systems, supply chain metrics, and leading supply chain technologies such as RFID.

Requisites: Graduate or professional standing
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETNG 724 — STRATEGIC GLOBAL SOURCING
3 credits.

Course focuses on the planning, preparation, negotiation, and implementation activities required for firms to succeed in sourcing globally. It includes essential theoretical, economic, and geopolitical aspects of global sourcing with the steps of a properly developed and executed sourcing strategy.

Requisites: Graduate or professional standing
Repeatable for Credit: No
Last Taught: Spring 2017

MARKETNG 725 — MARKETING CHANNELS
3 credits.

Marketing channels analyzed as social, economic and political systems. Strong emphasis on understanding and dissecting behavioral dimensions of channel relations—roles of channel members, use of power, conflicts that arise among them, and their communication networks.

Requisites: Marketing 700 or equiv
Repeatable for Credit: No
Last Taught: Fall 2016

MARKETNG 726 — SEMINAR IN SUPPLY CHAIN MANAGEMENT
3 credits.

Supply chain management is a cross-functional discipline that involves the integration of business processes among supply chain partners ranging from end users through original suppliers that provide products, services and information that add value for customers.

Requisites: Marketing 700 OIM 750 or cons inst
Repeatable for Credit: No
Last Taught: Fall 2017

MARKETNG 727 — ENTERPRISE SYSTEMS AND SUPPLY CHAIN MANAGEMENT
3 credits.

Provides an overview of enterprise systems and supply chain business processes. Introduces students to how enterprise systems are used to manage supply chains and make effective business decisions. Students will use SAP enterprise resource planning software throughout the course.

Requisites: Graduate or professional standing
Repeatable for Credit: No
Last Taught: Spring 2017

MARKETNG 735 — BRAND STRATEGY
3 credits.

Provides students a comprehensive and up-to-date treatment of the subjects of brand, brand equity, and strategic brand management. It examines the concepts and techniques to improve the long-term performance of brand strategies.

Requisites: Grad st Marketing 700
Repeatable for Credit: No
Last Taught: Fall 2009

MARKETNG 737 — CREATING BREAKTHROUGH NEW PRODUCTS
3 credits.

In this course, students will implement a Stage-Gate approach to generate and evaluate new product ideas. Throughout the semester students will use both qualitative and quantitative research techniques to develop and test product concepts, create prototypes, and assess market viability.

Requisites: MARKETING 700
Repeatable for Credit: No
Last Taught: Spring 2017

MARKETNG 740 — EMERGING ISSUES IN NEW PRODUCT DEVELOPMENT
3 credits.

The goal of this course is to examine emerging issues in new product development (NPD) such as customer co-creation, R D alliances, and outsourcing of information.

Requisites: Marketing 700
Repeatable for Credit: No
Last Taught: Fall 2009
MARKETING 755 — MARKETING IN A DIGITAL AGE  
3 credits.

This course prepares students with a foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. This course covers the fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising.  
Requisites: MARKETING 700  
Repeatable for Credit: No  
Last Taught: Fall 2017

MARKETING 765 — CONTEMPORARY TOPICS  
1-4 credits.

Requisites: Grad st  
Repeatable for Credit: Yes, unlimited number of completions  
Last Taught: Fall 2017

MARKETING/E P D/GEN BUS 782 — MARKETING FOR NON-MARKETING PROFESSIONALS  
1 credit.

An overview of marketing’s role within an organization, the key elements of a marketing plan, and how the plan is implemented. Students will learn about buyer demographic, psychographic and purchasing decision behavior. A thorough understanding of the customer enables students to develop a coordinated marketing mix (product, price promotion and place) that will satisfy the customer better than the competition and at the required margin. Students will leave the course understanding the degree to which all company functions must be coordinated and focused on the customer. This course will not apply toward fulfilling the MBA degree requirements.  
Requisites: Graduate or professional standing  
Repeatable for Credit: No

MARKETING 799 — READING AND RESEARCH-MARKETING  
1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and the intersession periods.  
Requisites: Consent of instructor  
Repeatable for Credit: Yes, unlimited number of completions  
Last Taught: Fall 2017

MARKETING 805 — QUALITATIVELY-BASED MARKETING INSIGHTS  
3 credits.

Understanding and application of in-depth qualitative market research methods, with an emphasis on the interpretation of qualitative data. Provides hands-on experience with different methodological techniques and immersion in a cultural perspective for systematically analyzing data from a marketing perspective.  
Requisites: Marketing 700 710  
Repeatable for Credit: No  
Last Taught: Fall 2017

MARKETING 815 — MARKETING ANALYTICS  
3 credits.

In this course we will study the impact of analytics on successful marketing decisions. The course covers a spectrum of topics that include Marketing Metrics, Digital Analytics, Marketing Response Models, Segmentation, Product Design, Experimentation and Big Data. It is particularly useful to students planning careers in marketing analytics, product management and consulting. It is designed for students with some background in quantitative methods and an exposure to basic marketing research concepts.  
Requisites: GEN BUS 700 and MARKETING 710 required  
Repeatable for Credit: No  
Last Taught: Spring 2017

MARKETING 971 — SEMINAR-MARKETING PHD  
3 credits.

Analysis and discussion of recent research in all aspects of marketing thought and practice.  
Requisites: Grad st  
Repeatable for Credit: Yes, unlimited number of completions  
Last Taught: Fall 2017

MARKETING 972 — SEMINAR-MARKETING PHD  
3 credits.

Continuation of Marketing 971.  
Requisites: PhD cand cons inst  
Repeatable for Credit: Yes, unlimited number of completions  
Last Taught: Spring 2017

MARKETING 990 — MARKETING INDEPENDENT RESEARCH PHD THESIS  
1-12 credits.

Individual work to complete dissertation requirement of Ph.D. program.  
Requisites: Consent of instructor  
Repeatable for Credit: Yes, unlimited number of completions  
Last Taught: Fall 2017

MARKETING 999 — READING AND RESEARCH-MARKETING PHD  
1-6 credits.

Individual work suited to the needs of Ph.D. students may be arranged both during regular sessions and during the intersession periods.  
Requisites: PhD st cons inst  
Repeatable for Credit: Yes, unlimited number of completions  
Last Taught: Fall 2017