## MARKETING (MARKETNG)

### MARKETNG 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. Enroll Info: None  
**Requisites:** Sophomore standing and (ECON 101 or 111) or member of Business Exchange program  
**Repeatable for Credit:** No  
**Last Taught:** Spring 2019

### MARKETNG 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. Enroll Info: None  
**Requisites:** (Sophomore standing and MARKETNG 300) or member of Business Exchange program. Not open to students with credit for CNSR SCI 257  
**Repeatable for Credit:** No  
**Last Taught:** Spring 2019

### MARKETNG 310 — MARKETING RESEARCH
3 credits.

Systematic and objective search for and analysis of information relevant to the identification and solution of problems in marketing. Enroll Info: None  
**Requisites:** Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306); or member of Business Exchange program  
**Repeatable for Credit:** No  
**Last Taught:** Spring 2019

### MARKETNG 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. Enroll Info: None  
**Requisites:** (MARKETING 300 and sophomore standing) or member of Business Exchange program  
**Repeatable for Credit:** No  
**Last Taught:** Fall 2018

### MARKETNG 355 — MARKETING IN A DIGITAL AGE
3 credits.

A foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. 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. Enroll Info: None  
**Requisites:** (MARKETING 300 and sophomore standing) or member of Business Exchange program  
**Repeatable for Credit:** No  
**Last Taught:** Spring 2019

### MARKETNG 365 — CONTEMPORARY TOPICS
1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum. Enroll Info: None  
**Requisites:** (MARKETING 300 and sophomore standing) or member of Business Exchange program  
**Repeatable for Credit:** Yes, unlimited number of completions  
**Last Taught:** Spring 2019

### MARKETNG 399 — READING AND RESEARCH-MARKETING
1-6 credits.

Individual work suited to the needs of undergraduate students may be arranged with a faculty member. Enroll Info: None  
**Requisites:** Consent of instructor  
**Course Designation:** Level - Advanced  
**L&S Credit:** Counts as Liberal Arts and Science credit in L&S  
**Repeatable for Credit:** Yes, unlimited number of completions  
**Last Taught:** Fall 2018

### MARKETNG 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. Enroll Info: None  
**Requisites:** (MARKETING 300 and sophomore standing) or member of Business Exchange program  
**Repeatable for Credit:** No  
**Last Taught:** Spring 2019

### MARKETNG/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. Enroll Info: None  
**Requisites:** (MARKETING 300 and sophomore standing) or member of Business Exchange program  
**Repeatable for Credit:** No  
**Last Taught:** Spring 2019
MARKETNG/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. Enroll Info: None
Requisites: Sophomore standing, MARKETING 300, and OTM 300; or
member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG/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. Enroll Info:
None
Requisites: Sophomore standing, MARKETING 300, and OTM 300; or
member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETNG 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. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of
Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 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. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of
Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETNG 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. Enroll Info: None
Requisites: Sophomore standing, MARKETING 300, and OTM 300; or
member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 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. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of
Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 450 — MARKETING ANALYTICS
3 credits.
Impact of analytics on successful marketing decisions. Topics 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. A combination
of lectures, cases and hands-on model building focused on marketing
analytics. Enroll Info: None
Requisites: Sophomore standing, MARKETING 300, and 310. Not open to
graduate students
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 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. Enroll Info:
None
Requisites: Senior standing, MARKETING 300, 305, and 310; or member of
Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019
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. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2018

MARKETING 640 — STRATEGIC RETAILING
3 credits.

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. Enroll Info: None
Requisites: Sophomore standing or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019

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. Enroll Info: None
Requisites: Declared in a Master of Business Administration degree program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETING 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. Enroll Info: None
Requisites: Graduate standing and (MARKETING 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETING 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. Enroll Info: None
Requisites: Graduate standing and (MARKETING 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETING 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. Enroll Info: None
Requisites: Graduate standing and (MARKETING 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETING/OTM 722 — LOGISTICS MANAGEMENT
3 credits.

A foundation in transportation, order fulfillment, warehousing, materials planning including MRP, demand planning, import/export fundamentals, ERP systems, supply chain metrics, and leading supply chain technologies such as RFID. Enroll Info: None
Requisites: Graduate/professional standing or member of Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETING 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. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETING 300 and OTM 300) or (MARKETING 700 and OTM 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETING 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. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETING 300 and OTM 300) or (MARKETING 700 and OTM 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018
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. Enroll Info: None

Requisites: Graduate/professional standing and (MARKETNG 300 and OTM 300) or (MARKETNG 700 and OTM 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018

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. Enroll Info: None

Requisites: Graduate standing
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 730 — 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. Enroll Info: None

Requisites: MARKETNG 700
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

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. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETNG 737 — CREATING BREAKTHROUGH NEW PRODUCTS
3 credits.

Students will implement a Stage-Gate approach to generate and evaluate new product ideas. Use of both qualitative and quantitative research techniques to develop and test product concepts, create prototypes, and assess market viability. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

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

An examination of emerging issues in new product development (NPD) such as customer co-creation, R D alliances, and outsourcing of information. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2009

MARKETNG 755 — MARKETING IN A DIGITAL AGE
3 credits.

A foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. 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. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2018

MARKETNG 765 — CONTEMPORARY TOPICS
1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019
MARKETNG 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. Enroll Info: None

Requisites: Graduate/professional standing or member of Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 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. Enroll Info: None

Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019

MARKETNG 805 — QUALITATIVE-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. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 and 310) or (MARKETNG 700 and 710)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 815 — MARKETING ANALYTICS
3 credits.

Study of the impact of analytics on successful marketing decisions. A spectrum of topics 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. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 and 310) or (MARKETNG 700 and 710)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 971 — SEMINAR-MARKETING PHD
3 credits.

Analysis and discussion of recent research in all aspects of marketing thought and practice. Enroll Info: None

Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2018

MARKETNG 972 — SEMINAR-MARKETING PHD
3 credits.

Continuation of MARKETNG 971. Enroll Info: None

Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019

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

Individual work to complete dissertation requirement of Ph.D. program. Enroll Info: None

Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019

MARKETNG 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. Enroll Info: None

Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019