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.
Requisites: (ECON 101, 111, A A E 101, or 215 prior to Fall 2024) or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Apply marketing principles to develop a SWOT analysis, segment markets to identify a target, and position a product.
Audience: Undergraduate

2. Apply knowledge of marketing terms and functional areas of marketing to critically reflect upon the current issues/challenges facing the field.
Audience: Undergraduate

3. Demonstrate the market planning process.
Audience: Undergraduate

4. Evaluate a marketing situation and define measurable marketing objectives.
Audience: Undergraduate

5. Integrate and apply the marketing levers of product, price, promotion, and place to profitably address marketing objectives.
Audience: Undergraduate

MARKETNG 305 – CONSUMER BEHAVIOR
3 credits.

Consumer behavior is a broad field that studies how individuals, families and groups acquire, consume, and dispose of goods, services, ideas and experiences. Provides an integrated view of consumer behavior that draws on psychological, economic, anthropological and sociological perspectives to enhance understanding of consumer acquisition processes.
Requisites: (Sophomore standing and MARKETNG 300) or declared in the Business Exchange program. Not open to students with credit for CNSR SCI 657.
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Examine consumers as active agents, participating in diverse environments (e.g. cultural, sub-cultural, physical, social, etc.) that shape consumer behavior in the marketplace
Audience: Undergraduate

2. Integrate their own consumption approaches/experiences to reflect on how these environments shape their behavior.
Audience: Undergraduate

3. Consider theoretical frameworks that highlight the socio-cultural and historical influences upon consumer choices, preferences, and marketplace behaviors and contrast how these explanations differ from other approaches
Audience: Undergraduate

4. Develop frameworks as a way to think about and analyze consumer behavior/ marketing strategy relationships.
Audience: Undergraduate

5. Evaluate appropriate research tools for analyzing consumer experiences

Audience: Undergraduate

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.
Requisites: Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306), or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Describe different stages of the marketing research process, including research terminology and methodology
Audience: Undergraduate

2. Articulate the managerial importance of marketing research
Audience: Undergraduate

3. Design marketing research studies for problems of interest
Audience: Undergraduate

4. Develop analytical skills and apply suitable methods for effective marketing research
Audience: Undergraduate

5. Apply insights from marketing research to make effective business recommendations
Audience: Undergraduate

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.
Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Describe the concept of branding and why strong branding can help a brand create shareholder value.
Audience: Undergraduate

2. Cultivate a set of practical skills including how to develop a brand position, manage a brand experience, and manage relevancy over time.
Audience: Undergraduate

3. Recognize the top branding strategies that the current strongest brands employ and how to implement them.
Audience: Undergraduate

4. Work with a brand to create a compelling marketing campaign that resonates with the brand and its shareholders.
Audience: Undergraduate

MARKETNG 340 – TECHNOLOGY PRODUCT MARKETING
3 credits.

Introduction to marketing strategy for technology companies and products. Learn how traditional marketing tools can be adopted to help technology products succeed, and what new frameworks beyond the traditional 5C's and 4P's are needed for the marketing of technology products. Topics covered include technology development and adoption, managing disruptive technologies, economics of IT products, AI, and platform strategy.
Requisites: MARKETNG 300 or declared in the Business Exchange program
Repeatable for Credit: No
Learning Outcomes: 1. Identify key challenges in the process of new technology development and adoption.
Audience: Undergraduate

2. Explain the concept of disruptive technologies and their managerial implications.
Audience: Undergraduate

3. Perform economic analysis to design smart marketing strategies for IT products.
Audience: Undergraduate

4. Recognize and apply the concept of multisided platforms and the drivers of successful platform companies.
Audience: Undergraduate

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.
Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024

MARKETNG 365 – CONTEMPORARY TOPICS
1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum.
Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2024

MARKETNG 375 – SOCIAL MEDIA MARKETING
3 credits.

Social Media (Facebook, Twitter, Instagram etc.) has changed the way brands communicate with their consumers and vice versa. In this digital age, marketers and entrepreneurs can create competitive advantage for their brand by mastering the science and art of social media strategy. The goal is to understand how brands can leverage social for competitive advantage, consumer listening and innovation. Provides a strong theoretical foundation coupled with practical experience of developing and managing social media strategies for brands.
Requisites: MARKETNG 300 or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2023
Learning Outcomes: 1. Measure and explain social media metrics and social network basics.
Audience: Undergraduate

2. Perform social media brand health audits.
Audience: Undergraduate

3. Identify brand personality, goals, and target audience from social media listening.
Audience: Undergraduate

4. Generate insights from user generated content to understand customers and improve firm decision making.
Audience: Undergraduate

5. Create, manage, and monitor social media campaigns and integrate social with the overall IMC strategy of the brand.
Audience: Undergraduate

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.
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 2023

MARKETNG 410 – SPORTS MARKETING
3 credits.

An overview of the issues and trends in sports marketing. Attention will be given to the issues facing sport organizations and to the use of marketing techniques to solve business-related problems. It will also focus on the challenges of organizations that use sports properties to enhance their marketing efforts. We will examine the world of sports as a business with a focus on attracting the customer in a competitive, fragmented and global market and consider how sports marketers develop and apply strategies to meet their objectives.
Requisites: MARKETNG 300 or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Describe the role of marketing in sports business entities and the use of sports in traditional marketing
Audience: Undergraduate

2. Articulate an understanding of sport as industry and the fan as consumer
Audience: Undergraduate

3. Apply strategic sports marketing decisions appropriate to various industries
Audience: Undergraduate

4. Demonstrate an understanding of the unique aspects of sports marketing
Audience: Undergraduate

5. Demonstrate an understanding of how marketing concepts such as strategic planning and segmentation apply to sport marketing
Audience: Undergraduate

6. Demonstrate an understanding of the interrelationship of integrated marketing communications and sport
Audience: Undergraduate

MARKETNG 415 – SOCIAL CREATIVE MARKETING
3 credits.

Covers multiple approaches to marketing communications. Identifies unique opportunities for creatively solving problems. Develops skills to approach marketing solutions from creative ethical perspectives. Builds and refines marketing skills required to identify, articulate, and resolve marketing and policy problems. Leverages marketing communications to improve society and well-being.
Requisites: MARKETNG 300 or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Recognize and capitalize upon unique opportunities within the marketing discipline through application of critical and creative thinking
Audience: Undergraduate

2. Develop and evaluate provocative marketing questions and present plausible and ethical solutions using marketing principles.
Audience: Undergraduate

3. Demonstrate effective and persuasive oral and written communication skills in the presentation and evaluation of marketing communications and ideas.
Audience: Undergraduate

4. Recognize how to address ambiguity and uncertainty using broad contextual and creative thinking.
Audience: Undergraduate

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.
Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Recognize and analyze the impact of government intervention on trade and investment at national and transnational levels.
Audience: Undergraduate

2. Explain the role of the US in the global economy considering changes in demographics, technology, government intervention, trade, and resource scarcity.
Audience: Undergraduate

3. Identify challenges faced by global marketers due to differences in legal systems, laws, jurisdiction, and enforcement of property rights, including ethical considerations.
Audience: Undergraduate

4. Conduct cultural research to prepare for negotiations with potential suppliers, distributors, and consumers.
Audience: Undergraduate

5. Develop proposals that adapt a firm's international business strategy based on evaluations of how risk, culture, and macro- and national-level economic factors influence foreign national and sub-national environment.

Audience: Undergraduate

MARKETNG/OTM 421 – FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT
3 credits.

Supply chain management (SCM) is a dynamic, cross-functional discipline that encompasses the areas of strategy, product development/innovation, marketing, finance, sourcing, production, logistics, and technology in both product and service industries. The supply chain is responsible for the sustainable and efficient movement of products, services, funds, and data along the value chain. Companies must effectively coordinate these functions not only within the firm, but with business partners and customers around the world. SCM is a critical, strategic component of any business or organization, from high-tech to healthcare, and it is a fundamental knowledge base for any student of business.
Requisites: Sophomore standing and (MARKETNG 300 or OTM 300) or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Identify the business purpose and primary functions of supply chain management and their cross-functional linkages/interdependencies across an organization
Audience: Undergraduate

2. Apply supply chain management in strategic and tactical frameworks to optimize financial, operational, and customer objectives
Audience: Undergraduate

3. Analyze the influence of supply chain management on business performance and its role in delivering competitive advantage to an organization
Audience: Undergraduate

4. Identify and apply the economic, political, and business issues that impact how companies develop and execute supply chain strategy including globalization, sustainability, risk management, and ethics/society

Audience: Undergraduate

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.
Requisites: MARKETNG 300, OTM 300, and sophomore standing, or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Demonstrate understanding of fundamental logistics principles and fluency in the language of logistics.
Audience: Undergraduate

2. Articulate key activities performed by the logistics function including distribution, transportation, global logistics and inventory control.
Audience: Undergraduate

3. Demonstrate understanding of order fulfillment processes and best practices utilized in supply chain operations.
Audience: Undergraduate

4. Analyze and utilize supply chain data to make business decisions and expand applied data analysis skills.
Audience: Undergraduate

MARKETNG/OTM 423 – PROCUREMENT AND SUPPLY MANAGEMENT
3 credits.

Procurement and supply management is the business function concerned with an organization's acquisition of required materials, services, and equipment. Explores the key aspects of modern supply management including the purchasing process, cost management, negotiation, sourcing strategies, supplier management, category management, acquisition methods for materials and services, and outsourcing.
Requisites: Sophomore standing and (MARKETNG 300 or OTM 300) or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Identify the importance of supply management, its functions and impact within firms, and the managerial strategies and operational tactics required of entry-level professionals in supply change management.
Audience: Undergraduate

2. Analyze a scenario to determine the appropriate sourcing strategy, [and] propose the most effective supplier management processes.
Audience: Undergraduate

3. Apply, at a foundational level, the necessary legal and ethical considerations to the examination and implementation of supply management.
Audience: Undergraduate

4. Apply a proper process in evaluating a decision to outsource and utilize a rigorous approach to the development of service contracts.
Audience: Undergraduate

5. Assess which of the generic purchasing and P2P process steps add value, explain the basis for that assessment, and suggest possible improvement methods.
Audience: Undergraduate

6. Demonstrate how to operationalize cost management and use it to make decisions.
Audience: Undergraduate

7. Prepare a risk assessment utilizing the knowledge and tools acquired in class.
Audience: Undergraduate

MARKETNG 424 – SALES STRATEGY AND MANAGEMENT
3 credits.

Emphasis on business and organizational selling and covers professional selling techniques, business development and relationship building, integrating sales and marketing, utilizing sales technology and analytics, as well as building and managing an effective sales force.
Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Develop the skills required to be an effective salesperson
Audience: Undergraduate

2. Articulate and apply the steps involved in the sales process
Audience: Undergraduate

3. Integrate knowledge of marketing, technology, and analytics to facilitate sales
Audience: Undergraduate

4. Recognize and apply principles of effective sales force management
Audience: Undergraduate

MARKETNG 425 – MARKETING CHANNEL STRATEGY
3 credits.

Marketing channels are the inter-organizational systems and entities involved in making products and services available for consumption at the right place, time, and customer value proposition. Explore the elements, design, and management of marketing channels including channel institutions/entities; market segmentation; selecting and incentivizing partners; managing channel relationships, power, and conflict. Particular emphasis will be placed on the strategic role of channels in achieving a firm's objectives.
Requisites: (MARKETNG 300 and sophomore standing) or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Recognize that marketing channels are not just a means to fulfill product delivery, but also a means to deliver a value proposition to the final consumer
Audience: Undergraduate

2. Analyze channels as systems of inter-dependent firms that simultaneously collaborate and compete to bring products to the market
Audience: Undergraduate

3. Articulate how economic and behavioral factors influence the actions of firms in channels
Audience: Undergraduate

4. Develop a framework for assessing desired versus actual channel performance and to learn how to improve channel performance
Audience: Undergraduate

5. Evaluate the efficiency and effectiveness of alternative marketing channels strategies and actions in order to design and manage the marketing channel for a product
Audience: Undergraduate

6. Design incentive systems that allow markets to deliver the desired value proposition to the final consumer
Audience: Undergraduate

MARKETNG 426 – STRATEGIC RETAILING
3 credits.

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 or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2021
Learning Outcomes: 1. Explain the different classifications of retailers (e.g., food, general merchandise, service, ownership), characteristics and trends for each of the retailer classifications, and the key functions retailers perform
Audience: Undergraduate

2. Examine the different channels (i.e., store and non-store) that retailers leverage to sell and deliver merchandise and services to customers and will analyze the characteristics, benefits, and challenges for each of these channels.
Audience: Undergraduate

3. Explain how consumer decision-making and environmental trends impact retailers
Audience: Undergraduate

4. Explain how successful retailers utilize various strategies to secure competitive advantages (e.g., growth opportunities, financial management, location selection, human resource management, information systems and supply chain).
Audience: Undergraduate

5. Examine data to better understand how retailers assess their financial performance and determine appropriate inventory levels.
Audience: Undergraduate

MARKETNG/OTM 427 – INFORMATION TECHNOLOGY IN SUPPLY CHAINS
3 credits.

Explores the concepts and practices of using information technology to effectively manage and operate supply chains of businesses and other organizations. Topics include supply chain processes, enterprise resource planning (ERP) system implementation, and supply chain simulations using SAP software.
Requisites: MARKETNG 300, OTM 300, and sophomore standing, or declared in undergraduate Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Describe key business processes related to supply chain management
Audience: Undergraduate

2. Effectively utilize an ERP system to execute key business processes related to supply chain management and have an intermediate level of ability to navigate within an ERP system
Audience: Undergraduate

3. Identify and analyze appropriate data and information from an ERP system as a means to making measurable improvements in the performance of a business
Audience: Undergraduate

4. Understand and recognize principles and best practices of implementing enterprise systems and have the ability to articulate common implementation mistakes
Audience: Undergraduate

MARKETNG/OTM 428 – SUPPLY CHAIN CAPITAL MANAGEMENT
3 credits.

Introduce the set of activities and solutions available to finance an organization's supply chain infrastructure. Define and study the related influencers. Investigate risks and mitigation techniques relative to associated metrics and strategies. Analyze multiple cases in group study work. Identify and recommend improvement opportunities.
Requisites: Junior standing and (MARKETNG 300 or OTM 300), or declared in the Business Exchange program
Repeatable for Credit: No
Learning Outcomes: 1. Analyze multiple aspects of a supply chain network and provide recommendations on how to improve operations and efficiency of a business.
Audience: Undergraduate

2. Recognize and compose appropriate business contract language.
Audience: Undergraduate

3. Recognize and interpret financial statements to understand the current financial state of the organization; identify improvement opportunities and develop solutions to improve the entity's performance.
Audience: Undergraduate

4. Construct specific actions to take to improve working capital efficiency and release.
Audience: Undergraduate

5. Articulate the impact of geopolitical and international issues on supply chains.
Audience: Undergraduate

MARKETNG/OTM 429 – GLOBAL EXPERIENCE: SUPPLY CHAIN MANAGEMENT
1-2 credits.

Companies and organizations operate globally - sourcing, producing, and distributing to/from markets around the world. For business leaders in this environment, political, economic, historical, and cultural frameworks are critical to understand and navigate. Learn and explore these themes via classroom and applied experiences in global supply chain management.
Requisites: Consent of instructor
Repeatable for Credit: Yes, for 2 number of completions
Learning Outcomes: 1. Apply supply chain management theory and practice in a global and industry-specific context
Audience: Undergraduate

2. Analyze how cultural, political, economic, and historical factors impact global business generally and industry-specific
Audience: Undergraduate

3. Develop cultural awareness and appreciation through interactions with students, faculty, and business professionals in the host country
Audience: Undergraduate

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.
Requisites: (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024

MARKETNG 437 – NEW PRODUCT INNOVATION
3 credits.

Explore strategies and processes by which organizations effectively discover, develop, and launch impactful new products. Includes design thinking methods and the stage-gate approach to generate and evaluate new product ideas.
Requisites: MARKETNG 300 or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Recognize key barriers and drivers of successful new product launches
Audience: Undergraduate

2. Develop a deeper consumer empathy that leads to new product ideas
Audience: Undergraduate

3. Explain a stage-gate and other processes companies use for new product development
Audience: Undergraduate

4. Create new product ideas
Audience: Undergraduate

5. Explain different market research methods used in new product development
Audience: Undergraduate

MARKETNG 445 – DIGITAL MARKETING ANALYTICS
3 credits.

Introduces business analytic techniques applied in the context of digital marketing. Includes approaches to design, run, evaluate, and improve online marketing tactics in order to meet specific business objectives such as customer acquisition. Covers digital analytics methods and execution of marketing tactics with data-driven techniques. Emphasizes the implementation of analytic skills on practical problems.
Requisites: Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306), or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Develop an understanding of digital marketing tools and their applications including but not limited to targeted advertising, social media marketing, and search engine advertising
Audience: Undergraduate

2. Identify and apply analytical methods of evaluation including data visualization, experimental design, regression analysis, and machine learning methods
Audience: Undergraduate

3. Gather and analyze data for a product category/brand from a variety of digital sources to evaluate the effectiveness of digital marketing approaches
Audience: Undergraduate

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.
Requisites: Sophomore standing, MARKETNG 300, and 310. Not open to graduate students
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Recognize that the effective use of data is a critical success factor for any business.
Audience: Undergraduate

2. Apply online and offline behavior-based metrics to make effective marketing decisions.
Audience: Undergraduate

3. Apply marketing mix models, multivariate statistics, experimental analyses and machine learning tools to a variety of marketing problems.
Audience: Undergraduate

4. Acquire a portfolio of quantitative methods commonly used in business practice.
Audience: Undergraduate

5. Explain the impact of marketing analytics in areas such as market research, product management and consulting.
Audience: Undergraduate

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.
Requisites: Senior standing, MARKETNG 300, 305, and 310, or declared in the Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2024

MARKETNG 700 – MARKETING MANAGEMENT
2-3 credits.

Provides a framework for evaluating marketing problems and developing a marketing strategy. Customer, competitor, and collaborator factors are emphasized as foundations for marketing decision-making. Examines the key aspects of product, pricing, distribution, and promotion strategy.
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 2023
Learning Outcomes: 1. Identify frameworks for making marketing decisions, including decisions regarding a) new products and services, b) pricing, c) distribution channels, and d) marketing communications.
Audience: Graduate

2. Recognize that an analysis of customers and competitors is a prerequisite for marketing decision-making
Audience: Graduate

3. Apply the frameworks to make decisions in the context of company case studies.
Audience: Graduate

MARKETNG 705 – CONSUMER BEHAVIOR
2-3 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: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Develop frameworks as a way to think about and analyze consumer behavior/ marketing strategy relationships.
Audience: Graduate

2. Examine consumers as active agents, participating in diverse environments (e.g. cultural, subcultural, physical, social, etc.) that shape consumer behavior in the marketplace.
Audience: Graduate

3. Integrate own consumption approaches/experiences to reflect on how these environments shape behavior.
Audience: Graduate

4. Apply use of appropriate research tools for analyzing consumer experiences and make strategic recommendations based on data.
Audience: Graduate

MARKETNG 710 – MARKETING RESEARCH
2-3 credits.

An overview of the marketing research process from a methodological perspective. Topics: Research design, data collection procedures, sampling and data analysis.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Describe different stages of the marketing research process, including research terminology and methodology
Audience: Graduate

2. Articulate the managerial importance of marketing research
Audience: Graduate

3. Design marketing research studies for problems of interest
Audience: Graduate

4. Develop analytical skills and apply suitable methods for effective marketing research
Audience: Graduate

5. Apply insights from marketing research to make effective business recommendations
Audience: Graduate

MARKETNG 715 – SOCIAL CREATIVE MARKETING
2-3 credits.

Covers multiple approaches to marketing communications. Identifies unique opportunities for creatively solving problems. Develops skills to approach marketing solutions from creative ethical perspectives. Builds and refines marketing skills required to identify, articulate, and resolve marketing and policy problems. Leverages marketing communications to improve society and well-being.
Requisites: Graduate/professional standing or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Recognize and capitalize upon unique opportunities within the marketing discipline through application of critical and creative thinking.
Audience: Graduate

2. Evaluate contemporary marketing problems and issues using prior learning and course-related concepts.
Audience: Graduate

3. Develop and evaluate provocative marketing questions and present plausible and ethical solutions using marketing principles.
Audience: Graduate

4. Demonstrate effective and persuasive oral and written communication skills in the presentation and evaluation of marketing communications and ideas.
Audience: Graduate

5. Recognize how to address ambiguity and uncertainty using broad contextual and creative thinking.
Audience: Graduate

MARKETNG/OTM 722 – LOGISTICS MANAGEMENT
2-3 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.
Requisites: Graduate/professional standing or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Demonstrate an understanding of fundamental logistics principles and fluency in the language of logistics.
Audience: Graduate

2. Recognize the key activities performed by the logistics function including distribution, transportation, global logistics, and inventory control.
Audience: Graduate

3. Demonstrate an introductory level of understanding of information technology used in logistics operations.
Audience: Graduate

4. Analyze and use supply chain data to make business decisions in order to expand their applied data analysis skills.
Audience: Graduate

MARKETNG/OTM 724 – STRATEGIC GLOBAL SOURCING
3 credits.

Supply management (procurement) is widely recognized as one of the most critical elements in global supply chain management. The function plays a major role in maximizing the value and the integration of supply chain operations. Explores the key aspects of modern supply management including functional responsibilities and exemplary practices for major industry sectors.
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: Spring 2024
Learning Outcomes: 1. Identify the importance of supply management, its functions and impact within firms.
Audience: Graduate

2. Assess which of the generic purchasing process steps add value, explain the basis for that assessment, and suggest possible improvement methods.
Audience: Graduate

3. Demonstrate how to operationalize cost management techniques and use them to make decisions.
Audience: Graduate

4. Apply a proper process in evaluating a decision to outsource and utilize a rigorous approach to the development of service contracts.
Audience: Graduate

5. Apply, at a foundational level, the necessary legal considerations to the examination and implementation of supply management.
Audience: Graduate

6. Identify and define the primary elements of a commercial negotiation process applicable in both domestic U.S. and international venues.
Audience: Graduate

7. Identify and define the major ethical considerations in global supply management.
Audience: Graduate

8. Demonstrate an understanding of the political, economic, social, technological, legal, and environmental (PESTLE) factors that influence sourcing strategies and decision-making.
Audience: Graduate

9. Analyze a supply management scenario to determine the appropriate sourcing strategy, and propose the most effective supplier management processes.
Audience: Graduate

10. Prepare a risk assessment utilizing the knowledge and tools acquired in class.
Audience: Graduate

MARKETNG 725 – MARKETING CHANNEL STRATEGY
2-3 credits.

Marketing channels are the inter-organizational systems and entities involved in making products and services available for consumption at the right place, time, and customer value proposition. Explores the elements, design, and management of marketing channels including channel institutions/entities; market segmentation; selecting and incentivizing partners; managing channel relationships, power, and conflict. Particular emphasis will be placed on the strategic role of channels in achieving a firm's objectives.
Requisites: Graduate/professional standing and (MARKETNG 300, 700, OTM 300, or 700), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Articulate why marketing channels are a source of value creation for a firm and its customers
Audience: Graduate

2. Apply channel frameworks to design and evaluate the effectiveness of channel strategies for a variety of products and services
Audience: Graduate

3. Identify and analyze sources of channel power and strategies for effective channel governance
Audience: Graduate

4. Identify and apply attributes of a marketing channel strategy including customer segmentation; allocation of channel functions and responsibilities; management of relationships and incentives
Audience: Graduate

MARKETNG/OTM 726 – SUPPLY CHAIN STRATEGY
3 credits.

Focuses on strategic issues and current theory and practice in supply chain management. Effective design and management of supply chain resources is a key source of competitive advantage for organizations. Supply chain management is a cross-functional discipline that concentrates on the management of goods, services, and information among all links in the value chain.
Requisites: (MARKETNG 300 and OTM 300) or (MARKETNG 700 and OTM 700) and graduate/professional standing, or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Summarize the current theory and practice of supply chain management (SCM)
Audience: Graduate

2. Describe the emergence of SCM as a management function and academic discipline in a global economy
Audience: Graduate

3. Recognize the role of supply chain management in emerging business models
Audience: Graduate

4. Identify supply chain networks and the drivers of supply chain design
Audience: Graduate

5. Describe the impact of product design and innovation on supply chain design and costs
Audience: Graduate

6. Apply the importance of internal coordination and external collaboration to firm performance
Audience: Graduate

7. Demonstrate understanding of the critical and integrative role of supply chain management in business and society
Audience: Graduate

MARKETNG/OTM 727 – INFORMATION TECHNOLOGY IN SUPPLY CHAINS
3 credits.

Explores the concepts and practices of using information technology to effectively manage and operate supply chains of businesses and other organizations. Topics include supply chain processes, enterprise resource planning (ERP) system implementation, and supply chain simulations using SAP software.
Requisites: Graduate/professional standing or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Describe key business processes related to supply chain management.
Audience: Graduate

2. Effectively utilize an ERP system to execute key business processes related to supply chain management and have an intermediate level of ability to navigate within an ERP system
Audience: Graduate

3. Identify and analyze appropriate data and information from an ERP system as a means to making measurable improvements in the performance of a business
Audience: Graduate

4. Understand and recognize principles and best practices of implementing enterprise systems and have the ability to articulate common implementation mistakes
Audience: Graduate

MARKETNG/OTM 728 – SUPPLY CHAIN CAPITAL MANAGEMENT
3 credits.

Supply chain capital management refers to the set of activities and solutions available to finance an organization's supply chain infrastructure. As supply chains become more extended and complicated a need has developed to both manage and fund the supply network. Define and study the various influencers on the supply chain capital structure. Investigate risks, mitigation techniques, metrics and themes relating to the topic.
Requisites: Graduate Students Only
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2023
Learning Outcomes: 1. Analyze multiple aspects of a supply chain network and provide recommendations on how to improve operations and efficiency of a business.
Audience: Graduate

2. Recognize and compose appropriate business contract language.
Audience: Graduate

3. Recognize and interpret financial statements to understand the current financial state of the organization; identify improvement opportunities and develop solutions to improve the entity's performance.
Audience: Graduate

4. Construct specific actions to take to improve working capital efficiency and release.
Audience: Graduate

5. Articulate the impact of geopolitical and international issues on supply chains.
Audience: Graduate

MARKETNG 730 – STRATEGIC PRICING
2-3 credits.

Pricing is one of the most important but least understood of marketing decisions. Focus on key concepts and techniques for evaluating and formulating pricing strategies through analytical and experiential learning methods.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Articulate the strengths and weaknesses of common pricing strategies including cost-plus, value based, bundle and dynamic pricing
Audience: Graduate

2. Perform qualitative and quantitative pricing modeling based on market variables
Audience: Graduate

3. Demonstrate concept knowledge by successfully participating in a pricing simulation
Audience: Graduate

4. Apply various tools to increase the perceived value of an offering in an attempt to drive further pricing power
Audience: Graduate

5. Explain how various people and organizations have handled the challenges of overseeing strategic pricing responsibilities in an organization and be able to articulate your own process for doing so
Audience: Graduate

MARKETNG 735 – BRAND STRATEGY
2-3 credits.

Provides a comprehensive and up-to-date treatment of the subjects of brand, brand equity, and strategic brand management. Examines the concepts and techniques to improve the long-term performance of brand strategies.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2022
Learning Outcomes: 1. Differentiate what constitutes a strong brand from a weak brand
Audience: Graduate

2. Apply key frameworks to the development of an organization's brand
Audience: Graduate

3. Recognize different approaches to bringing a brand to life
Audience: Graduate

4. Identify different types of brand architectures
Audience: Graduate

5. Create a brand strategy
Audience: Graduate

MARKETNG 737 – NEW PRODUCT INNOVATION
2-3 credits.

Explores strategies and processes by which organizations effectively discover, develop, and launch impactful new products. Includes design thinking methods and the stage-gate approach to generate and evaluate new product ideas.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Utilize design thinking skills and qualitative research techniques to identify unmet or unarticulated needs in the marketplace
Audience: Graduate

2. Generate a number of new business and product ideas designed to meet those needs and to evaluate those ideas to determine which ones deserve future investments
Audience: Graduate

3. Estimate the potential market size for a new product using multiple methods
Audience: Graduate

4. Make decisions and recommendations regarding target market and launch strategies for new products based on a solid understanding of innovation adoption / diffusion of innovations
Audience: Graduate

MARKETNG 740 – TECHNOLOGY PRODUCT MARKETING
2-3 credits.

Introduction to marketing strategy for technology companies and products. Learn how traditional marketing tools can be adopted to help technology products succeed, and what new frameworks beyond the traditional 5C's and 4P's are needed for the marketing of technology products. Topics covered include technology development and adoption, managing disruptive technologies, economics of IT products, AI, and platform strategy.
Requisites: Graduate/professional standing or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Learning Outcomes: 1. Identify key challenges in the process of new technology development and adoption.
Audience: Graduate

2. Explain the concept of disruptive technologies and their managerial implications.
Audience: Graduate

3. Perform economic analysis to design smart marketing strategies for IT products.
Audience: Graduate

4. Recognize and apply the concept of multisided platforms and the drivers of successful platform companies.
Audience: Graduate

5. Evaluate the latest technological advancements and novel business prospects.
Audience: Graduate

MARKETNG 745 – DIGITAL MARKETING ANALYTICS
2-3 credits.

Introduces business analytic techniques applied in the context of digital marketing. Includes approaches to design, run, evaluate, and improve online marketing tactics in order to meet specific business objectives such as customer acquisition. Covers digital analytics methods and execution of marketing tactics with data-driven techniques. Emphasizes the implementation of analytic skills on practical problems.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Develop an understanding of digital marketing tools and their applications including but not limited to targeted advertising, social media marketing, and search engine advertising
Audience: Graduate

2. Identify and apply analytical methods of evaluation including data visualization, experimental design, regression analysis, and machine learning methods
Audience: Graduate

3. Gather and analyze data for a product category/brand from a variety of digital sources to evaluate the effectiveness of digital marketing approaches
Audience: Graduate

MARKETNG 755 – MARKETING IN A DIGITAL AGE
2-3 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.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Develop an Internet marketing strategy
Audience: Graduate

2. Select appropriate Internet marketing tools to achieve marketing and sales goals
Audience: Graduate

3. Explain the strategy behind and tactical implementation of the following: website design and management, social media, search engine optimization, paid search advertising, E-commerce, email marketing, mobile apps
Audience: Graduate

MARKETNG 760 – GROWTH MARKETING STRATEGIES
2-3 credits.

Development and effective implementation of planned growth marketing strategies is a pre-requisite to enhancing business performance but is difficult to do. Explore the following topics utilizing an evidence-based approach: growth marketing strategy frameworks; resources and capability for marketing strategy formulation and execution; market orientation, customer orientation, and competitor orientation; key strategy decision points (market selection, value proposition, timing); common implementation problems; organizing for execution; and metrics and performance assessment.
Requisites: Graduate/professional standing or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Demonstrate understanding of the major strategic and managerial issues in formulating a growth marketing strategy.
Audience: Graduate

2. Design and effectively lead a growth marketing strategy development process.
Audience: Graduate

3. Utilize tools, concepts, and theories necessary to make and execute effective growth marketing strategy decisions.
Audience: Graduate

4. Recognize the complexities and underlying causes of common strategy implementation problems.
Audience: Graduate

MARKETNG 765 – CONTEMPORARY TOPICS
1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum.
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 2024

MARKETNG 770 – MARKETING CONSULTING PRACTICUM
2-4 credits.

Apply and synthesize acquired knowledge through an applied consulting project. Provides the opportunity to explore/apply concepts like identifying and understanding the business challenge; applying marketing research and analytics methods to discover consumer insight to help answer the business challenge; developing recommendations based on the discovered findings; and communicating findings and recommendation(s).
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, for 2 number of completions
Last Taught: Spring 2022
Learning Outcomes: 1. Learn and apply management consulting practices through conducting a marketing consulting project on a current business problem
Audience: Graduate

2. Articulate a business problem and translate into a marketing question(s).
Audience: Graduate

3. Evaluate a business problem by selecting and conducting an appropriate marketing research or analytical technique to address the problem.
Audience: Graduate

4. Clearly articulate a business recommendation based on the discovered finding(s).
Audience: Graduate

5. Learn and apply project management skills.
Audience: Graduate

6. Demonstrate professional written and verbal communication skills.
Audience: Graduate

7. Articulate personal insights about their preparation for graduation and post-MBA career.
Audience: Graduate

MARKETNG 775 – SOCIAL MEDIA MARKETING
2-3 credits.

Social Media (Facebook, Twitter, Instagram etc.) has changed the way brands communicate with their consumers and vice versa. In this digital age, marketers and entrepreneurs can create competitive advantage for their brand by mastering the science and art of social media strategy. The goal is to understand how brands can leverage social for competitive advantage, consumer listening and innovation. Provides a strong theoretical foundation coupled with practical experience of developing and managing social media strategies for brands.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2023
Learning Outcomes: 1. Measure and explain social media metrics and social network basics.
Audience: Graduate

2. Perform social media brand health audits.
Audience: Graduate

3. Identify brand personality, goals, and target audience from social media listening.
Audience: Graduate

4. Generate Insights from user generated content to understand customers and improve firm decision making.
Audience: Graduate

5. Create, manage, and monitor social media campaigns and integrate social with the overall IMC strategy of the brand.
Audience: Graduate

6. Discern how primary research findings from current literature can be applied to a real world business situation.
Audience: Graduate

MARKETNG/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/professional standing or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2023

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.
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2023

MARKETNG 805 – QUALITATIVELY-BASED MARKETING INSIGHTS
2-3 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: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2023
Learning Outcomes: 1. Understand and use core methodological principles for designing a research project that highlights important relationships between the meanings that consumers attribute to brands and consumption practices and their socio-cultural positions.
Audience: Graduate

2. Translate a cultural analysis of a consumer group into viable strategic actions.
Audience: Graduate

3. Evaluate the key assumptions that are implicit to various methodological techniques used to generate qualitative data.
Audience: Graduate

4. Assess the strengths, weaknesses, and respective degrees of “fit” of these methodological techniques for specific research problems and questions.
Audience: Graduate

5. Critically evaluate the findings and strategic interpretations or results that derive from meaning-based marketing research.
Audience: Graduate

6. Apply culturally-oriented theories and concepts that are useful in deriving breakthrough marketing insights from qualitative data.
Audience: Graduate

MARKETNG 815 – MARKETING ANALYTICS
2-3 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. Applicable to careers in marketing analytics, product management and consulting.
Requisites: Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2024
Learning Outcomes: 1. Apply online, and offline behavior-based metrics to make effective marketing decisions
Audience: Graduate

2. Apply marketing mix models, multivariate statistics, experimental analyses and machine learning tools to a variety of marketing problems
Audience: Graduate

3. Acquire a portfolio of quantitative methods commonly used in business practice
Audience: Graduate

4. Explain the impact of marketing analytics in areas such as market research, product management and consulting
Audience: Graduate

5. Utilize data in compiling brand recommendations.
Audience: Graduate

MARKETNG 840 – CURRENT TOPICS IN MARKETING
1 credit.

Expose to emerging and current topics in the industry of marketing through applied learning experiences - case studies, industry meetings, and exercises or workshops.
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, for 3 number of completions
Last Taught: Spring 2024
Learning Outcomes: 1. Reflect on their interactions with and learnings from industry professionals
Audience: Graduate

2. Clearly articulate a business recommendation based on in-class activities and analysis
Audience: Graduate

3. Demonstrate professional written and verbal communication skills
Audience: Graduate

4. Articulate their current career aspirations
Audience: Graduate

MARKETNG 971 – SEMINAR-MARKETING PHD, CONTEMPORARY TOPICS IN MARKETING
1-3 credits.

Analysis and discussion of contemporary issues in marketing.
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 2023
Learning Outcomes: 1. Articulate current and emerging research questions and topics in Marketing
Audience: Graduate

2. Demonstrate the ability to analyze, critique and creatively think about social sciences research.
Audience: Graduate

3. Demonstrate the ability to formulate novel research questions and ideas.
Audience: Graduate

4. Articulate and present ideas in written and oral format for research studies in the marketing discipline.
Audience: Graduate

5. Demonstrate the principles of research ethics.
Audience: Graduate

MARKETNG 972 – SEMINAR-MARKETING PHD, RESEARCH METHODS IN MARKETING
1-3 credits.

Specialized subject matter of current interest to doctoral students.
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 2024
Learning Outcomes: 1. Articulate current and emerging research questions and topics in Marketing.
Audience: Graduate

2. Demonstrate the ability to analyze, critique and creatively think about social sciences research.
Audience: Graduate

3. Demonstrate the ability to formulate novel research questions and ideas.
Audience: Graduate

4. Articulate and present ideas in written and oral format for research studies in the marketing discipline
Audience: Graduate

5. Demonstrate the principles of research ethics
Audience: Graduate

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

Individual work to complete dissertation requirement of Ph.D. program.
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 2024

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.
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 2024