

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: Summer 2025

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: 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: Summer 2025

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: MARKETNG 300 and (GEN BUS 206 or 306), or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Spring 2025

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.

Learn about brands, how they work, and apply that knowledge to managerial situations. Covers brand history, societies, and cultures; critical mental processes; marketing imperatives; and the economies that underlie them.

Requisites: MARKETNG 300 or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Fall 2024

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

Last Taught: Spring 2025

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 349 – GLOBAL IMMERSION EXPERIENCE IN MARKETING

1-3 credits.

Participation in a global immersion experience (short term study abroad) in Marketing. Enrollment in a UW-Madison resident study abroad program.

Requisites: None

Repeatable for Credit: Yes, for 8 number of completions

Learning Outcomes: 1. Demonstrate personal and leadership qualities that help achieve success in global enterprise.
Audience: Undergraduate

MARKETNG 350 – GLOBAL IMMERSION IN MARKETING

2 credits.

In preparation for a global immersion experience in marketing, explore topics such as social innovation, globalization, cultural studies, religion, history, and technology in relation to the travel destination. Delve into personal and leadership qualities that facilitate a successful experience in a global setting. Travel requirements, such as a valid passport, may apply to the immersion experience component.

Requisites: Consent of instructor

Repeatable for Credit: Yes, for 8 number of completions

Learning Outcomes: 1. Examine local and regional cultures and societies, including using socio-economic frameworks.

Audience: Undergraduate

2. Understand how globalization is shaping the local economy, and how the local economy in turn impacts globalization.

Audience: Undergraduate

3. Transfer international business theory to professional practice.

Audience: Undergraduate

4. Demonstrate personal and leadership qualities that help achieve success in global enterprise.

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 or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Summer 2025

Learning Outcomes: 1. Develop a digital marketing strategy.

Audience: Undergraduate

2. Select appropriate digital marketing tools to achieve marketing and sales goals.

Audience: Undergraduate

3. Describe 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: Undergraduate

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 2025

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: Spring 2025

MARKETNG 410 – SPORTS MARKETING

3 credits.

An overview of trends in sports marketing, the issues facing sport organizations, and the use of marketing techniques to solve problems. Includes a focus on the challenges faced by organizations that use sports properties to enhance their marketing efforts. Learn how to attract the customer in a competitive, fragmented and global market, and how sports marketers develop and apply strategies to meet their objectives.

Requisites: (MARKETNG 300 or JOURN 150) or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Spring 2025

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 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 2024

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 2024

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 2025

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 2024

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 2025

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 2025

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 – ROUTE TO MARKET STRATEGIES

3 credits.

Explores the critical role of 'Place' within the marketing mix, focusing on how to effectively design, implement, and manage the marketing channels that make products and services available at the right place, time, and value proposition. Covers identifying customer needs, aligning them with the strengths of various market intermediaries, addressing conflicts associated with direct-to-consumer strategies, and understanding incentivization, power dynamics, and control. Delves into managing relationships, the role of brands, and the transition to an omnichannel environment.

Requisites: MARKETNG 300 or declared in undergraduate Business Exchange program

Repeatable for Credit: No

Last Taught: Fall 2024

Learning Outcomes: 1. Articulate how and why marketing channels are a key source of value creation and innovation for a firm and its customers.

Audience: Undergraduate

2. Identify and demonstrate the use of fundamental channel frameworks and structures for designing and evaluating various routes to market.

Audience: Undergraduate

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

Audience: Undergraduate

4. Analyze and assess the various aspects of a route-to-market including customer segmentation; allocation of channel functions and responsibilities; management of relationships and incentives.

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 2025

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

Last Taught: Fall 2024

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

Last Taught: Spring 2025

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: Summer 2025

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 2025

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 442 – CURRENT TOPICS IN MARKETING ANALYTICS & INSIGHTS

1 credit.

Exposure to emerging and current topics in the marketing insights and analytics industry through applied learning experiences including case studies, industry meetings, exercises, and/or workshops.

Requisites: MARKETNG 300 or declared in the Business Exchange program

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Explore how organizations utilize marketing analytics and insights through interactions with industry professionals.

Audience: Undergraduate

2. Articulate insights from interactions with industry professionals.

Audience: Undergraduate

3. Recognize how to advance career success in organizations.

Audience: Undergraduate

4. Explain the role of the marketing researcher.

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 2025

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 2025

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 2025

MARKETNG/JOURN 605 – DIGITAL BRAND BUILDING

3 credits.

Provides an overview of the rapidly changing digital landscape and its role and importance in the marketing mix. Explores the digital revolution and its impact on building brands in today's digital first environment. Examines themes of the revolution and their effects on how organizations market their brands and, more broadly, on culture.

Requisites: MARKETNG 300, JOURN 201, or declared in the Business Exchange program

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Learning Outcomes: 1. Explain how the digital marketing landscape has evolved over time, including specific disruptions and revolutions that have made the greatest impact.

Audience: Undergraduate

2. Articulate how brand marketers adapted their strategies to compete in a changing digital ecosystem.

Audience: Undergraduate

3. Develop critical thinking and communication skills that will require analysis and synthesis of class lessons and topics.

Audience: Undergraduate

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 2024

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 2025

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 2025

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 2024

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 2024

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 2025

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 – ROUTE TO MARKET STRATEGIES

2-3 credits.

Explores the critical role of 'Place' within the marketing mix, focusing on how to effectively design, implement, and manage the marketing channels that make products and services available at the right place, time, and value proposition. Covers identifying customer needs, aligning them with the strengths of various market intermediaries, addressing conflicts associated with direct-to-consumer strategies, and understanding incentivization, power dynamics, and control. Delves into managing relationships, the role of brands, and the transition to an omnichannel environment.

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 2024

Learning Outcomes: 1. Articulate how and why marketing channels are a key source of value creation and innovation for a firm and its customers.

Audience: Graduate

2. Identify and demonstrate the use of fundamental channel frameworks and structures for designing and evaluating various routes to market.

Audience: Graduate

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

Audience: Graduate

4. Analyze and assess the various aspects of a route-to-market including customer segmentation; allocation of channel functions and responsibilities; management of relationships and incentives.

Audience: Graduate

5. Using case analysis methodology, develop a toolkit to solve complex unstructured, and often intractable problems that are commonly faced by managers.

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: Fall 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 2025

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 2024

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: Summer 2025

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: Fall 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

Last Taught: Spring 2025

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 2025

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 750 – BRAND ASSET MANAGEMENT

2-3 credits.

Learn how brands add value for consumers and customers and how an understanding of this process can be used to create and leverage intangible brand assets for the organizations that own and control brands.

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. Explain the strategic issues in branding, the impact of marketing decisions on brand equity, and the building and managing of brands and brand portfolios.

Audience: Graduate

2. Integrate and apply the tools, concepts, and theories of marketing to solve complex business problems and make sound business decisions.

Audience: Graduate

3. Make marketing decisions consistent with creating and sustaining brand equity.

Audience: Graduate

4. Develop effective self-assessment, communication, and collaboration skills through the execution of brand strategy decisions.

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 2025

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 2025

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 2025

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 779 – BAYESIAN MACHINE LEARNING FOR MARKETING

2-3 credits.

Learn to resolve common marketing tasks such as consumer choice prediction, market analysis, and product development by using Bayesian statistical learning methods. A broad range of methods are covered, from standard approaches such as hierarchical modeling to more advanced techniques, including Bayesian Optimization and Bayesian Deep Learning.

Requisites: Graduate/professional standing and (GEN BUS 656, ECON 704, 709, STAT 609, or STAT/MATH 709) or declared in graduate Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Design and utilize complex models to solve business problems.

Audience: Graduate

2. Explain how Bayesian models can be used to model uncertainty in business settings.

Audience: Graduate

3. Interpret results and effectively communicate findings in relevant business applications.

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

Learning Outcomes: 1. Explain how the marketing function impacts an organization's business operations

Audience: Graduate

2. Identify and use marketing terminology and concept

Audience: Graduate

3. Use both demographic and psychographic information to segment markets and select a target market

Audience: Graduate

4. Research and create a basic marketing plan that aligns customer expectations with organizational marketing activities and the organization's resources

Audience: Graduate

5. Coordinate consistency between product, price, promotion, and place (distribution)

Audience: Graduate

6. Relate and utilize the product life cycle concept to product and service offerings

Audience: Graduate

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 or declared in graduate Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

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 or declared in graduate Business Exchange program

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

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 2025

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 842 – CURRENT TOPICS IN MARKETING ANALYTICS & INSIGHTS

1 credit.

Exposure to emerging and current topics in the marketing insights and analytics industry through applied learning experiences including case studies, industry meetings, exercises, and/or workshops.

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 2025

Learning Outcomes: 1. Explore how organizations utilize marketing analytics and insights through interactions with industry professionals.
Audience: Graduate

2. Articulate insights from interactions with industry professionals.
Audience: Graduate

3. Recognize how to advance career success in organizations.
Audience: Graduate

4. Explain the role of the marketing researcher.
Audience: Graduate

5. Articulate a business problem and translate it into a set of marketing research questions and adopt suitable qualitative and quantitative methodologies for the studies they design.
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 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 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 2025

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: Summer 2025

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: Summer 2025