MARKETING (MARKETNG)

MARKETNG 300 — MARKETING MANAGEMENT
3 credits.
Planning and controlling the elements of the marketing program; marketing organization, product and service, packaging, pricing, promotion and physical distribution. Enroll Info: None
Requisites: Sophomore standing and (ECON 101 or 111) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: (Sophomore standing and MARKETNG 300) or member of Business Exchange program. Not open to students with credit for CNSR SCI 657
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 310 — MARKETING RESEARCH
3 credits.
Systematic and objective search for and analysis of information relevant to the identification and solution of problems in marketing. Enroll Info: None
Requisites: Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306); or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 335 — BRAND MANAGEMENT & STRATEGY
3 credits.
To provide an understanding of brands, how they work and to apply brand knowledge to managerial situations. Knowledge of brand history, societies and cultures that surround them, critical mental processes, marketing imperatives, and the economics that underlie them to understand brands. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 355 — MARKETING IN A DIGITAL AGE
3 credits.
A foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. Fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 365 — CONTEMPORARY TOPICS
1-3 credits.
A course for the exploration of subject areas possibly to be introduced into the business curriculum. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2021

MARKETNG 399 — READING AND RESEARCH-MARKETING
1-6 credits.
Individual work suited to the needs of undergraduate students may be arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Level - Advanced
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: MARKETING 300 or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 415 — MARKETING COMMUNICATIONS
3 credits.
Decision making in the management of communications between the firm and the public. Communications theories, advertising and promotional management. An evaluation of the promotional mix, i.e. personal selling, advertising media, packaging, sales promotion and publicity. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021
MARKETING/INTL BUS 420 — GLOBAL MARKETING STRATEGY
3 credits.
Structure of foreign trading; commercial facilities available to exporters and importers; application of economic analysis in marketing decisions; contemporary trends in international economy affecting foreign trade policies and practices. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: Sophomore standing and (MARKETNG 300 or OTM 300) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG/OTM 422 — LOGISTICS MANAGEMENT
3 credits.
Provides a management perspective on the fundamental activities, concepts, and current practices in logistics. Transportation management, order fulfillment, warehousing, global logistics, key performance indicators, outsourcing, and introduction to radio frequency identification and barcoding. Use of case studies and industry speakers. Enroll Info: None
Requisites: Sophomore standing, MARKETNG 300, and OTM 300; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2020

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. Enroll Info: None
Requisites: Sophomore standing and (MARKETNG 300 or OTM 300) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 425 — MARKETING CHANNELS
3 credits.
The structure and behavior of marketing channels from a managerial frame of reference. Strong emphasis on understanding marketing institutions and agencies and on dissecting behavioral aspects of channel relations—roles of members, use of power, and resolution of conflicts. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2020

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. Enroll Info: None
Requisites: Sophomore standing or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2020

MARKETNG/OTM 427 — ENTERPRISE SYSTEMS AND SUPPLY CHAIN MANAGEMENT
3 credits.
Provides an overview of enterprise systems and supply chain business processes. Introduces students to how enterprise systems are used to manage supply chains and make effective business decisions. Students will use SAP enterprise resource planning software throughout the course. Enroll Info: None
Requisites: Sophomore standing, MARKETING 300, and OTM 300; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021
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. Enroll Info: None
Requisites: Junior standing and (MARKETNG 300 or OTM 300), or member of Business Exchange program
Repeatable for Credit: No

MARKETNG 430 — STRATEGIC PRICING
3 credits.

Pricing is one of the most important but least understood of marketing decisions. This course aims to equip you with key concepts and techniques for evaluating and formulating pricing strategies. We will use a combination of analytical and experiential learning methods to accomplish this objective. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 437 — NEW PRODUCT INNOVATION
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. Enroll Info: None
Requisites: (MARKETNG 300, 305, and 310) or member of Business Exchange Program
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306); or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 450 — MARKETING ANALYTICS
3 credits.

Impact of analytics on successful marketing decisions. Topics include marketing metrics, digital analytics, marketing response models, segmentation, product design, experimentation and big data. It is designed for students with some background in quantitative methods and an exposure to basic marketing research concepts. A combination of lectures, cases and hands-on model building focused on marketing analytics. Enroll Info: None
Requisites: Sophomore standing, MARKETNG 300, and 310. Not open to graduate students
Repeatable for Credit: No
Last Taught: Spring 2020

MARKETNG 460 — MARKETING STRATEGY
3 credits.

Capstone marketing decision-making course emphasizing analysis of the external environment. The coordination of tactical and strategic marketing plans with the goals and objectives of the firm. Enroll Info: None
Requisites: Senior standing, MARKETNG 300, 305, and 310; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: Declared in a Master of Business Administration degree program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021
MARKETING 710 — MARKETING RESEARCH
3 credits.

An overview of the marketing research process from a methodological perspective. Topics: Research design, data collection procedures, sampling and data analysis. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2020

MARKETING 715 — MARKETING COMMUNICATIONS
3 credits.

Decision-making in the management of promotions. An evaluation of promotional mix, communications theories, advertising and promotional management and strategy development. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETING/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. Enroll Info: None
Requisites: Graduate/professional standing or member of Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2020

MARKETING/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. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETNG 300 and OTM 300) or (MARKETNG 700 and OTM 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETING 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. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETNG 300, 700, OTM 300, or 700); or member of Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETING/OTM 726 — SEMINAR IN SUPPLY CHAIN MANAGEMENT
3 credits.

Focuses on strategic issues in supply chain management or supply chain philosophy. Supply chain management is a cross-functional discipline that concentrates on the management of goods, services and information among all links in the supply chain. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETNG 300 and OTM 300) or (MARKETNG 700 and OTM 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2020

MARKETING/OTM 727 — ENTERPRISE SYSTEMS AND SUPPLY CHAIN MANAGEMENT
3 credits.

Provides an overview of enterprise systems and supply chain business processes. Introduces students to how enterprise systems are used to manage supply chains and make effective business decisions. Students will use SAP enterprise resource planning software throughout the course. Enroll Info: None
Requisites: Graduate Students Only
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETING/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. Enroll Info: None
Requisites: Graduate Students Only
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2020
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. Enroll Info: None
Requisites: MARKETNG 700
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 735 — BRAND STRATEGY
3 credits.

Provides students a comprehensive and up-to-date treatment of the subjects of brand, brand equity, and strategic brand management. It examines the concepts and techniques to improve the long-term performance of brand strategies. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2020

MARKETNG 737 — NEW PRODUCT INNOVATION
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. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETNG 300 or 700); or member of Business Exchange Program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 745 — 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. Enroll Info: None
Requisites: Graduate/professional standing and (MARKETNG 300 or 700); or member of Business Exchange Program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

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. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 765 — CONTEMPORARY TOPICS
1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2021

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). Enroll Info: None
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 2021

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. Enroll Info: None
Requisites: Graduate/professional standing or member of Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021
MARKETNG 799 — READING AND RESEARCH-MARKETING
1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and the intersession periods. Enroll Info: None

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

MARKETNG 805 — QUALITATIVELY-BASED MARKETING INSIGHTS
3 credits.

Understanding and application of in-depth qualitative market research methods, with an emphasis on the interpretation of qualitative data. Provides hands-on experience with different methodological techniques and immersion in a cultural perspective for systematically analyzing data from a marketing perspective. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 and 310) or (MARKETNG 700 and 710)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 815 — MARKETING ANALYTICS
3 credits.

Study of the impact of analytics on successful marketing decisions. A spectrum of topics include Marketing Metrics, Digital Analytics, Marketing Response Models, Segmentation, Product Design, Experimentation and Big Data. It is particularly useful to students planning careers in marketing analytics, product management and consulting. It is designed for students with some background in quantitative methods and an exposure to basic marketing research concepts. Enroll Info: None

Requisites: Graduate standing and (MARKETNG 300 and 310) or (MARKETNG 700 and 710)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2021

MARKETNG 840 — CURRENT TOPICS IN MARKETING ANALYTICS & INSIGHTS
1 credit.

Expose to emerging and current topics in the industry of marketing analytics and insights through applied learning experiences - case studies, industry meetings, and exercises or workshops. Enroll Info: None

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 2021

MARKETNG 971 — SEMINAR-MARKETING PHD
3 credits.

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

Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2021

MARKETNG 972 — SEMINAR-MARKETING PHD
3 credits.

Continuation of MARKETNG 971. Enroll Info: None

Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2021

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

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

Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2021

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

Individual work suited to the needs of Ph.D. students may be arranged both during regular sessions and during the intersession periods. Enroll Info: None

Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2020