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: Fall 2019

MARKETNG 305 — CONSUMER BEHAVIOR
3 credits.
Analysis of the theories of consumer behavior and their application to marketing decision-making. Psychological, economic, anthropological and sociological perspectives are integrated to enhance understanding of consumer acquisition processes. Enroll Info: None
Requisites: (Sophomore standing and MARKETNG 300) or member of Business Exchange program. Not open to students with credit for CNSR SCI 257
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETNG 310 — MARKETING RESEARCH
3 credits.
Systematic and objective search for and analysis of information relevant to the identification and solution of problems in marketing. Enroll Info: None
Requisites: Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306); or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETNG 335 — BRAND MANAGEMENT & STRATEGY
3 credits.
To provide an understanding of brands, how they work and to apply brand knowledge to managerial situations. Knowledge of brand history, societies and cultures that surround them, critical mental processes, marketing imperatives, and the economics that underlie them to understand brands. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

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: Fall 2019

MARKETNG 365 — CONTEMPORARY TOPICS
1-3 credits.
A course for the exploration of subject areas possibly to be introduced into the business curriculum. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2019

MARKETNG 399 — READING AND RESEARCH-MARKETING
1-6 credits.
Individual work suited to the needs of undergraduate students may be arranged with a faculty member. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Level - Advanced
L&S Credit - Counts as Liberal Arts and Science credit in L&S
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2019

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

MARKETNG 415 — MARKETING COMMUNICATIONS
3 credits.
Decision making in the management of communications between the firm and the public. Communications theories, advertising and promotional management. An evaluation of the promotional mix, i.e. personal selling, advertising media, packaging, sales promotion and publicity. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019
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: Fall 2019

MARKETING/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: Fall 2019

MARKETING/OTM 422 — LOGISTICS MANAGEMENT
3 credits.
Provides a management perspective on the fundamental activities, concepts, and current practices in logistics. Transportation management, order fulfillment, warehousing, global logistics, key performance indicators, outsourcing, and introduction to radio frequency identification and barcoding. Use of case studies and industry speakers. Enroll Info: None
Requisites: Sophomore standing, MARKETNG 300, and OTM 300; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETING/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, MARKETNG 300, and OTM 300; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETING 425 — MARKETING CHANNELS
3 credits.
The structure and behavior of marketing channels from a managerial frame of reference. Strong emphasis on understanding marketing institutions and agencies and on dissecting behavioral aspects of channel relations—roles of members, use of power, and resolution of conflicts. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETING/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, MARKETNG 300, and OTM 300; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETING 430 — STRATEGIC PRICING
3 credits.
Pricing is one of the most important but least understood of marketing decisions. This course aims to equip you with key concepts and techniques for evaluating and formulating pricing strategies. We will use a combination of analytical and experiential learning methods to accomplish this objective. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETING 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 2019
MARKETNG 460 — MARKETING STRATEGY
3 credits.
Capstone marketing decision-making course emphasizing analysis of the external environment. The coordination of tactical and strategic marketing plans with the goals and objectives of the firm. Enroll Info: None
Requisites: Senior standing, MARKETNG 300, 305, and 310; or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETNG 635 — SALES MANAGEMENT
3 credits.
Determination of the amount and allocation of personal sales effort to be applied to the market and methods of organizing, evaluating and controlling this effort. A critical evaluation of current practice in sales planning, analysis and cost control. Enroll Info: None
Requisites: (MARKETING 300 and sophomore standing) or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Spring 2018

MARKETNG 640 — STRATEGIC RETAILING
3 credits.
An overview of the different types of retailers and the channels they use, the retailing environment, the functions retailers perform, the decision-making processes of consumers with respect to retailers and their offerings, and various issues in retailing strategy, merchandise management and store management. Enroll Info: None
Requisites: Sophomore standing or member of Business Exchange program
Repeatable for Credit: No
Last Taught: Fall 2019

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: Fall 2019

MARKETNG 705 — CONSUMER BEHAVIOR
3 credits.
Analysis of theories and models of behavior which underlie the process of consumer decision-making. Marketing applications of psychological, sociological and social-psychological factors. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 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 2019

MARKETNG 715 — MARKETING COMMUNICATIONS
3 credits.
Decision-making in the management of promotions. An evaluation of promotional mix, communications theories, advertising and promotional management and strategy development. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG/OTM 722 — LOGISTICS MANAGEMENT
3 credits.
A foundation in transportation, order fulfillment, warehousing, materials planning including MRP, demand planning, import/export fundamentals, ERP systems, supply chain metrics, and leading supply chain technologies such as RFID. Enroll Info: None
Requisites: Graduate/professional standing or member of Business Exchange program
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2019

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. 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 2019
MARKETNG 725 — MARKETING CHANNELS
3 credits.

Marketing channels analyzed as social, economic and political systems. Strong emphasis on understanding and dissecting behavioral dimensions of channel relations—roles of channel members, use of power, conflicts that arise among them, and their communication networks. 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 2019

MARKETNG/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 2019

MARKETNG/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 2019

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. Enroll Info: None
Requisites: Graduate Students Only
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No

MARKETNG 730 — STRATEGIC PRICING
3 credits.

Pricing is one of the most important but least understood of marketing decisions. This course aims to equip you with key concepts and techniques for evaluating and formulating pricing strategies. We will use a combination of analytical and experiential learning methods to accomplish this objective. Enroll Info: None
Requisites: MARKETNG 700
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETNG 735 — BRAND STRATEGY
3 credits.

Provides students a comprehensive and up-to-date treatment of the subjects of brand, brand equity, and strategic brand management. It examines the concepts and techniques to improve the long-term performance of brand strategies. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2019

MARKETNG 737 — CREATING BREAKTHROUGH NEW PRODUCTS
3 credits.

Students will implement a Stage-Gate approach to generate and evaluate new product ideas. Use of both qualitative and quantitative research techniques to develop and test product concepts, create prototypes, and assess market viability. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 755 — MARKETING IN A DIGITAL AGE
3 credits.

A foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. Fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 or 700)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Fall 2019
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: Fall 2019

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 2019

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

Individual work suited to the needs of graduate students may be arranged both during regular sessions and the intersession periods. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019

MARKETNG 805 — 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: Fall 2019

MARKETNG 815 — MARKETING ANALYTICS
3 credits.

Study of the impact of analytics on successful marketing decisions. A spectrum of topics include Marketing Metrics, Digital Analytics, Marketing Response Models, Segmentation, Product Design, Experimentation and Big Data. It is particularly useful to students planning careers in marketing analytics, product management and consulting. It is designed for students with some background in quantitative methods and an exposure to basic marketing research concepts. Enroll Info: None
Requisites: Graduate standing and (MARKETNG 300 and 310) or (MARKETNG 700 and 710)
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: No
Last Taught: Spring 2019

MARKETNG 971 — SEMINAR-MARKETING PHD
3 credits.

Analysis and discussion of recent research in all aspects of marketing thought and practice. Enroll Info: None
Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2019

MARKETNG 972 — SEMINAR-MARKETING PHD
3 credits.

Continuation of MARKETNG 971. Enroll Info: None
Requisites: Declared in Business PHD
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Spring 2019

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

Individual work to complete dissertation requirement of Ph.D. program. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Fall 2019

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

Individual work suited to the needs of Ph.D. students may be arranged both during regular sessions and during the intersession periods. Enroll Info: None
Requisites: Consent of instructor
Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement
Repeatable for Credit: Yes, unlimited number of completions
Last Taught: Summer 2019