

Marketing Courses

(MARKETNG)

MARKETNG 694

Seminar 3 u

MARKETNG 716

Marketing 2 u

Analysis of the institutional, behavioral, competitive, legal, and intra-firm aspects of the marketing function in business and other organizations.

Prereq: Graduate standing and Micro-economics.

MARKETNG 731

Advanced Statistical Methods 2 u

Applications of advanced statistical methods to managerial problems of prediction, inference, parametric and nonparametric, and decision making under uncertainty. Topics emphasized are multiple regression and time series.

Prereq: Graduate standing and demonstrated proficiency in mathematics and statistics or ECON 703, or MATH 143 and ECON 245.

MARKETNG 733

Seminar In Methodology Of Business Research 3 u

Designed to acquaint graduate students with the research process, its tools and techniques, as well as the methods which form a basis for business planning, decision making, and problem solving.

Prereq: MARKETNG 731 or equivalent.

MARKETNG 751

Buyer Behavior 3 u

The study and explanation of the behavior of consumers, research methods and findings from the behavioral sciences.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 761

International Business (Marketing) 3 u

Fundamental aspects of international business will be studied. Emphasis is placed on decision making in an international setting and appraisal of market opportunities worldwide. Cases will be used to illustrate operational problems of multinational organizations as well as international intermediaries.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 765

Advertising and Promotion Management 3 u

The course focuses on the identification and utilization of key marketing communication components in the development and implementation of promotional strategies and tactics. Attention will be devoted to understanding effective and efficient ways to integrate various marketing promotion techniques. Specific topics include sales promotion, Internet marketing, advertising, direct marketing, database marketing and personal selling.

Prereq: Marketing 716 or equivalent.

MARKETNG 766

Ethics in the Marketplace 2 u

This course will focus primarily on issues related to the business/customer relationship, with customers being defined as both other organizations and consumers. The course will emphasize current issues such as privacy rights, pricing ethics, promotional tactics and targeting. Students will discuss topics, analyze cases, and write essays defending their opinions and suggesting strategies. The course will provide examples of both exemplary and poor business behavior.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 767

Strategic Marketing for Entrepreneurs 3 u

The course focuses on key marketing strategies relevant for new businesses and/or new product launches. Students will apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students will apply what they learned for developing comprehensive entrepreneurial marketing plans.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 770

Product Innovation and Pricing 3 u

An in-depth examination of the theoretical framework and empirical findings as they relate to the development and pricing of new products. The marketing tasks of new product development and existing product management will be examined in an innovation context. Current methods of setting prices will also be discussed.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 772

Internet Marketing 3 u

This class is designed to provide marketing majors and minors with basic knowledge of the Internet so that they can understand why this technology has and will continue to exert such an important impact on marketing practice. It will also consider such topics as web demographics, the on-line business model, web enhancement of products and services, personalization, traffic and brand building, net exchanges, and on-line community. In addition, the class will explore the impact that the Internet is having on such traditional areas of marketing concern as research, new product development, segmentation, personal selling, pricing, and distribution.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 774

Strategic Marketing Planning 3 u

Analysis of the planning process in the marketing oriented enterprise culminating with the development of a marketing plan based on a current business problem. The supportive nature of staff functions is analyzed from the viewpoint of its contribution to total marketing planning and strategy.

Prereq: MARKETNG 716 or equivalent.

MARKETNG 775**Database Marketing 3 u**

This course is designed to increase students' understanding of how technology, specifically the customer database, is used to design and implement marketing strategies. Special attention will be devoted to understanding one-to-one buyer-seller relationships, studying the types of information needed in a customer database, and how this information can be integrated into the marketing decision making process. Special attention is devoted to utilizing statistical analyses to understand relationships.

Prereq: MARKETNG 716 or equivalent, MARKETNG 731 or MARKETNG 732.

MARKETNG 789**Readings And Research In Marketing 3 u**

Study of a selected area in marketing through readings and/or empirical research. Areas of study will be selected by the student in consultation with an adviser.

Prereq: Consent of instructor.

MARKETNG 790**Workshop 1-6 u****MARKETNG 794****Seminar 1-3 u****MARKETNG 798****Individual Studies 1-3 u****MARKETNG 799****Thesis Research 1-3 u**

Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.