

# 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.

### MARKETNG 731

**Quantitative Analysis for Business 3 u**

Business Analytics is a systematic approach to harnessing quantitative and qualitative data to drive effective business decision making. The course aims to teach analysis of historical data, market research data, and competitive information for making strategic decisions. This analytical course provides students with tools and techniques that help them make numerous decisions such as: analyzing and predicting consumer choice behavior, segmenting the market, targeting appropriate segments, positioning products in customers' minds, forecasting sales of new products, understanding market response models, and evaluating return on investment.

Prerequisite: 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.

Prerequisite: Graduate status and demonstrated proficiency in mathematics and statistics or ECON 703, or MATH 143 and ECON 245

### MARKETNG 747

**Marketing Strategy 2 u**

Marketing Strategy reviews topics related to marketers' strategic efforts. It focuses on the Marketing Plan and offers students the opportunity to run a simulation, which will allow them to make specific choices related to Product, Promotion, Pricing and Distribution issues and gain feedback about the validity of their decisions.

Prereq: Marketing 716 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.

Prerequisite: 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 are used to illustrate operational problems of multinational organizations as well as international intermediaries.

Prerequisite: 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.

Prerequisite: Marketing 716 or equivalent.

## MARKETNG 766

### **Ethics in the Marketplace 2 u**

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

Prerequisite: 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 apply marketing concepts to the wide range of business challenges facing entrepreneurs. Through experiential learning opportunities, students apply what they learned for developing comprehensive entrepreneurial marketing plans.

Prerequisite: 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 are examined in an innovation context. Current methods of setting prices are also discussed.

Prerequisite: MARKETNG 716 or equivalent.

## MARKETNG 772

### **Internet Marketing 3 u**

This class provides students 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 considers 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. The class explores 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.

Prerequisite: 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.

Prerequisite: MARKETNG 716 or equivalent.

## 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.

Prerequisite: 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 1-6 u**

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