Marketing (MKTG)

Courses

MKTG 5103. Introduction to Marketing. 3 Hours.
Introduction to marketing concepts and practices as applied to the retail consumer environment. Focuses on the strategic development, positioning, and management of products, promotion, distribution, pricing, and store environments in building customer relationships from retailer and supplier perspectives. (Core) May be repeated for degree credit.

MKTG 5223. Marketing. 3 Hours.
Product management, market research, marketing communications, retailing and distribution, consumer behavior, and social and ethical implications of marketing.

MKTG 5333. Retailing Strategy and Processes. 3 Hours.
Strategic planning and operation of retailing organizations. Investigation of the various types of retailing with emphasis on both the strategic and functional aspects in retail processes.

MKTG 5433. Consumer and Market Research. 3 Hours.
Modern marketing research methods and analyses applied to consumers, shoppers, and buyers of goods and services sold in competitive retail environments. Attention is given to both quantitative and qualitative methods, analyses, interpretation, and decision making. Prerequisite: MKTG 5103.

MKTG 5523. Marketing Analytics. 3 Hours.
This course is intended to teach students how to use data analytics to improve marketing decision making at every stage of the Strategic Marketing Process. The focus will be on the skills and tools needed to obtain, process, and analyze data to formulate and answer critical marketing questions and make managerial recommendations. This is a hands-on course that employs real-world databases, lectures, cases, and exercises. Prerequisite: MKTG 5103.

MKTG 5533. Strategic Category Management. 3 Hours.
Strategic planning and management of brands and product categories from both manufacturing and retailing perspectives. Focus is on the product brand development, pricing, distribution, and promotion of brands and their strategic and functional roles in the product mix.

MKTG 5543. Category Analysis and Management. 3 Hours.
Analysis and management of brands and product categories from supplier and retailing strategic perspectives. Focus is on brand and category strategic and functional roles in the merchandising mix as well as their development, pricing, distribution, promotion, and in-store placement. May be repeated for degree credit.

MKTG 5553. New Product Development and Strategy. 3 Hours.
Behavioral and social science concepts applied to retail shoppers, buyers, and consumers of products and services. Attention is given to research on the cognitive, affective, and experiential aspects involved in the acquisition, consumption, and disposal of products and services by individuals and households. Prerequisite: MKTG 5103.

MKTG 5563. Retail Strategy. 3 Hours.
The purpose of this course is to investigate the changing landscape of the retail industry. It should be noted that “retail” is an incredibly broad topic covering everything from consumer insights to supply chain to sales management. Retail is currently experiencing somewhat of a revolution as companies experiment with new technology, innovative ways to make shopping more enjoyable, or ways of engaging the customer in a way they are not likely to forget. This course will be based on identification and discussion of new trends that emerge in the retail environment. Prerequisite: MKTG 5223.

MKTG 636V. Special Problems in Marketing. 1-6 Hour.
Individual research problems. May be repeated for up to 6 hours of degree credit.

MKTG 6413. Special Topics in Marketing. 3 Hours.
Seminar in special topics in marketing. Topics vary depending upon the instructor. May be repeated for up to 3 hours of degree credit.

MKTG 6433. Seminar in Research Methods. 3 Hours.
Extensive review of literature illustrative of marketing research studies. Focuses upon theoretical foundations of research design, methodology, and analysis as well as interpretation of univariate, bivariate, and multivariate data in marketing theory exploration. May be repeated for up to 3 hours of degree credit.

MKTG 6443. Seminar in Marketing Theory. 3 Hours.
Comprehensive survey and critical review of the history of marketing thought and contemporary schools of thought in marketing discipline. In-depth research, review, synthesis, and a research proposal will be required in a selected topic from the perspectives of advancing marketing theory.

MKTG 6453. Seminar in Transportation and Business Logistics. 3 Hours.
Underlying theories and problems related to the development of logistical systems in the U.S. Attention focused on transport economics, the role of government in providing transportation facilities, and managerial issues related to integrating transportation, inventory control, warehousing, customer service levels, and facility location.

MKTG 700V. Doctoral Dissertation. 1-18 Hour.
Doctoral Dissertation. Prerequisite: Candidacy. May be repeated for degree credit.