

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) (Typically offered: Fall and Spring) 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. (Typically offered: Fall)

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. (Typically offered: Spring)

MKTG 5343. Digital Marketing. 3 Hours.

As an increasing number of companies embracing the digital world (e.g., online advertising and e-commerce), there is a growing need for marketers to understand the implications and interruptions brought by this change. (Typically offered: Irregular)

MKTG 5353. Category Management and Assortment. 3 Hours.

Category Management is a collaborative continuous process between manufacturers and retailers to manage a Shopper need state which we refer to as a 'category'. The purpose of this process is to optimize shopper satisfaction and fulfill the role chosen by the retailer (store and online) for that category within the overall portfolio of categories in the retail format. The end state of the category management process is that combination of assortment, price, shelf presentation and promotion which optimizes the category role over time. (Typically offered: Irregular)

MKTG 5413. Special Topics in Marketing. 3 Hours.

Seminar in special topics in marketing. Topics vary depending on the instructor. Prerequisite: Graduate Standing. (Typically offered: Irregular) May be repeated for up to 6 hours of degree credit.

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. (Typically offered: Fall)

MKTG 5513. Sales Analytics. 3 Hours.

Recent years have witnessed increasing competitive pressures along with an explosion in the quantity and quality of data available. Big Data is rapidly changing how we view and analyze problems to make decisions in the marketplace. Whether a firm is consumer, business or service-oriented, acquiring and using information on its customers, competitors, and markets is critical for sales planning and decision-making. This course will emphasize how to analyze data to support and guide sales decisions. (Typically offered: Irregular)

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. (Typically offered: Spring)

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. (Typically offered: Irregular)

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. (Typically offered: Spring)

MKTG 5573. Advanced Marketing Analytics. 3 Hours.

This course is intended to advance students' knowledge in data analytics to improve marketing decision making at every stage of the Strategic Marketing Process. This is an advanced course focused on the skills and tools needed to obtain, process, and analyze data to formulate and answer critical marketing questions and make managerial recommendations. We will provide an in-depth coverage on a variety of advanced analytical models and emphasize their applications to real-world marketing problems. (Typically offered: Irregular)

MKTG 5583. Social Media Marketing. 3 Hours.

Social media is changing how business is done around the world in almost every industry. Many companies have embraced social media as a strategic component in their promotion/communication mix (e.g., advertising, sales/trade promotion, personal selling, publicity/public relations), and in connecting brands to current, like-minded, and potential consumers. Identifying and engaging influencers via social media continues to grow as a major component in consumer communications, brand engagement, and promotion strategy. This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. Prerequisite: Graduate Standing. (Typically offered: Spring)

MKTG 636V. Special Problems in Marketing. 1-6 Hour.

Individual research problems. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

MKTG 6413. Special Topics in Marketing. 3 Hours.

Seminar in special topics in marketing. Topics vary depending upon the instructor. (Typically offered: Irregular) 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. (Typically offered: Irregular) 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. (Typically offered: Irregular)

MKTG 700V. Doctoral Dissertation. 1-18 Hour.

Doctoral Dissertation. Prerequisite: Candidacy. (Typically offered: Fall and Spring) May be repeated for degree credit.