

Marketing (MRKTNG)

MRKTNG 3000: Principles of Marketing

Institutions, processes, and problems involved in producing and transferring goods and services from producer to consumers; emphasis on economics and social aspects. May be restricted during early registration to: Business students only and/or Students who have declared the Business Minor on their academic plan.

Credit Hours: 3

Prerequisites: 45 semester hours

MRKTNG 3000H: Principles of Marketing - Honors

Institutions, processes, and problems involved in producing and transferring goods and services from producer to consumers; emphasis on economics and social aspects. May be restricted during early registration to: Business students only and/or Students who have declared the Business Minor on their academic plan; Honors eligibility required.

Credit Hours: 3

Prerequisites: 45 semester hours

MRKTNG 3410: Personal Selling

Modern selling methods that focus on solving customer problems rather than using manipulative techniques. Principles underlying the sale process. Practical methods for building long-term customer relationships in business-to-business contexts are emphasized. Graded on A-F basis only. May be restricted during early registration to: Business students only and/or Students who have declared the Sales Certificate on their academic plan and/or Students who have declared the Risk Management & Insurance Certificate on their academic plan.

Credit Hours: 3

Prerequisites or Corequisites: MRKTNG 3000

MRKTNG 3410H: Personal Selling - Honors

Modern selling methods that focus on solving customer problems rather than using manipulative techniques. Principles underlying the sale process. Practical methods for building long-term customer relationships in business-to-business contexts are emphasized. Graded on A-F basis only. May be restricted during early registration to: Business students only and/or Students who have declared the Sales Certificate on their academic plan and/or Students who have declared the Risk Management & Insurance Certificate on their academic plan.

Credit Hours: 3

Prerequisites or Corequisites: Honors eligibility required; MRKTNG 3000

MRKTNG 3510: Procurement Processes and Analytics

Overview of the procurement process used by retailers; execution of pricing strategies, negotiations, retail planning at the category and item level; use of software to analyze data and make procurement decisions. Graded on A-F basis only.

Credit Hours: 3

Prerequisites or Corequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 3900: International Business

(same as MANGMT 3900). Analyzes the essential business functions within a global economy and provides a basic literacy in international business strategy and decision-making. Global markets are examined using legal, technological, ethical, and cultural considerations. Business principles in planning, organizing, leading, and controlling international trade and commerce are examined. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MANGMT 3000, MANGMT 3000H, MANGMT 3000HW, or MANGMT 3000W or MRKTNG 3000 or MRKTNG 3000H. May be restricted during early registration to business students only and/or students who have declared the Global Business Certificate on their academic plan

MRKTNG 3901: Special Topics in Marketing

Study of a selected topic in Marketing in a course taken for credit as part of an organized study abroad program. May be repeated for credit. Graded on S/U basis only.

Credit Hour: 1-3

MRKTNG 3975: Current Issues in International Marketing

Study of current issues and practices in international marketing in a course taken for credit as part of an organized study abroad program. May be repeated for credit. Graded on S/U basis only.

Credit Hour: 1-3

MRKTNG 4000: Marketing Management

Further examination of marketing issues: market analysis, market research, positioning, products, pricing, promotion, distribution, relationship management, other topics.

Credit Hours: 3

Prerequisites: MRKTNG 3000, and ACCTCY 2010 or ACCTCY 2026, or ACCTCY 2036 or ACCTCY 2136H. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis in Marketing

MRKTNG 4000H: Marketing Management - Honors

Further examination of marketing issues: market analysis, market research, positioning, products, pricing, promotion, distribution, relationship management, other topics.

Credit Hours: 3

Prerequisites: MRKTNG 3000; ACCTCY 2010 or ACCTCY 2026 or ACCTCY 2036 or ACCTCY 2136H; Honors eligibility required

MRKTNG 4050: Marketing Research

Procedures for defining marketing research problems; specifying information requirements; collecting, analyzing, interpreting, and presenting data for use in marketing decision making. Utilizes student projects and research-related computer assignments. Prerequisites: MRKTNG 3000 and STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400). During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis in Marketing.

Credit Hours: 3

MRKTNG 4185: Problems in Marketing

In-depth independent study of marketing topic(s). Student must have course plan (assignments, evaluation criteria, etc.) approved by faculty sponsor. Contact Marketing Department office for details and enrollment permission. Selected sections of this course may be graded either on A-F or S/U basis only.

Credit Hour: 1-3

Prerequisites: Departmental consent, MRKTNG 3000

MRKTNG 4201: Topics in Marketing

Selected marketing-related topics. Subjects may vary across semesters.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only

MRKTNG 4220: Consumer Behavior

Dimensions of the consumer market and decision-making process of consumers; analyzing economic, psychological and socio-psychological influences on consumer market and buying behavior.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 4220H: Consumer Behavior - Honors

Dimensions of the consumer market and decision-making process of consumers; analyzing economic, psychological and socio-psychological influences on consumer market and buying behavior.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan; Honors eligibility required

MRKTNG 4250: Retail Marketing

Strategies, policies, tactics, and procedures of marketing in a retailing environment.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 4250H: Retail Marketing - Honors

Strategies, policies, tactics, and procedures of marketing in a retailing environment.

Credit Hours: 3

Prerequisites: MRKTNG 3000 and Honors eligibility required. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 4420: Sales Management

Methods and tools employed by salespeople and field sales managers; emphasis on underlying behavioral and quantitative theory.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan and/or students who have declared the Entrepreneurship & Innovation Minor on their academic plan

MRKTNG 4430: Advanced Professional Selling

Emphasis on the analytics approach to sales. This reflects the overall trends in business practice, and specifically in the world of sales with increasing reliance on Sales Force Automation (SFA) and Customer Relationship Management (CRM) tools. Students will need to come to class with laptops or tablets. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MRKTNG 3410 and MRKTNG 4420. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 4440: Services Marketing

Challenges, problems, and strategies specific to marketing in service industries. Topics include the unique characteristics of services and managing service-oriented businesses; service design and service recovery; service quality and customer satisfaction service pricing issues and demand management; and management of service customers and employees. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 4510: Artificial Intelligence and Machine Learning Applications in Sales and Marketing

This course is intended to introduce students to cutting-edge Artificial Intelligence and Machine Learning (AI&ML) applications in the domain of sales and marketing. Students will use a proprietary, cloud-based software tool to learn about underlying models, but prior knowledge of programming languages is not required. The course will take an analytics approach and will require students to work with data sets. Graded on A-F basis only.

Credit Hours: 3

Prerequisites or Corequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan

MRKTNG 4550: Integrated Marketing Communications

Design, coordination, and management of marketing communications. Focus on the role of integrated marketing communications in the overall marketing process, with emphasis on advertising and sales promotion strategies and tactics.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan and/or students who have declared the Digital Marketing Certificate on their academic plan

MRKTNG 4550H: Integrated Marketing Communications - Honors

Design, coordination, and management of marketing communications. Focus on the role of integrated marketing communications in the overall marketing process, with emphasis on advertising and sales promotion strategies and tactics. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis in Marketing.

Credit Hours: 3

Prerequisites: MRKTNG 3000 and Honors eligibility required. May be restricted during early registration to business students only and/or students who have declared the Sales Certificate on their academic plan and/or students who have declared the Digital Marketing Certificate on their academic plan

MRKTNG 4650: Digital Marketing

Strategic and managerial challenges and issues related to use of the Internet and other electronic channels as marketing tools.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Digital Marketing Certificate on their academic plan and/or students who have declared the Entrepreneurship & Innovation Minor on their academic plan

MRKTNG 4650H: Digital Marketing - Honors

Strategic and managerial challenges and issues related to use of the Internet and other electronic channels as marketing tools.

Credit Hours: 3

Prerequisites: MRKTNG 3000; Honors eligibility required. May be restricted during early registration to business students only and/or students who have declared the Digital Marketing Certificate on their academic plan and/or students who have declared the Entrepreneurship & Innovation Minor on their academic plan

MRKTNG 4660: Social Media Marketing

Develop an understanding of Social Media Marketing (SMM) and how it is used by marketers to increase brand awareness, identify key audiences, generate leads and to build meaningful relationships with customers. Students will learn how social media marketing is utilized by business to gain competitive advantages through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly defined audiences. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MRKTNG 3000 or 3000H and MRKTNG 4650 or 4650H. May be restricted during early registration to business students only and/or students who have declared the Digital Marketing Certificate on their academic plan

MRKTNG 4670: Search Engine Strategies

Explore Search Engine Optimization (SEO), the process of optimizing a web page and its content to increase its visibility amongst users searching for keywords relevant to your site. Learn about powerful strategies and web-based tools that can be leveraged to gain valuable insights into your web traffic and how to improve your site's user experience. Learn how to implement a successful SEO strategy, where to research keywords, how to refine them, and when to use them. Understand how to interpret analytics reports and identify trends and issues and how to evaluate data to identify opportunities for improvement. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MRKTNG 3000 or MRKTNG 3000H and MRKTNG 4650 or MRKTNG 4650H. May be restricted during early registration to

business students only and/or students who have declared the Digital Marketing Certificate on their academic plan

MRKTNG 4680: CX: The Digital Customer Experience

Understand the increasing importance of Customer Experience marketing. Learn techniques to track and analyze the ever-changing nature of your digital customers, create feedback loops and fully embed the customer experience within your business. Explore automation techniques to deliver a timely and personalized customer service experience. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MRKTNG 3000 or MRKTNG 3000H and MRKTNG 4650 or MRKTNG 4650H. May be restricted during early registration to business students only and/or students who have declared the Digital Marketing Certificate on their academic plan

MRKTNG 4690: Digital Immersion

Explore the dynamic realm of digital marketing in this immersive course that delves into innovative strategies and tools. From social media management to data analytics, students will gain hands-on experience to navigate the ever-evolving landscape of online promotion, developing skills essential for success in today's digital business environment. Graded on A-F basis only. Prerequisites:

Credit Hours: 3

Prerequisites: MRKTNG 3000 or 3000H and 4650 or 4650H. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or declared Certificate in Digital Marketing

MRKTNG 4720: Global Marketing

Strategic and managerial issues associated with international trade and international marketing.

Credit Hours: 3

Prerequisites: MRKTNG 3000. May be restricted during early registration to business students only and/or students who have declared the Global Business Certificate on their academic plan

MRKTNG 4800: Entering Global Markets

Applied marketing principles for international business. Skills development for the creation of strategic marketing plans to enter global markets. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MRKTNG 3000. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis in Marketing

MRKTNG 4880: Contemporary Issues in Marketing

Selected topical issues, their impact on marketing and marketers, and implications for firms and industries. Emphasis on scanning the external environment, projection of trends, and analysis; strategy development based on environmental analysis.

Credit Hours: 3

Prerequisites: MRKTNG 3000. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis on marketing

MRKTNG 4890: Marketing Supply Chain Analytics

(cross-leveled with MRKTNG 7890) This course focuses on applying data analytic tools and techniques at various supply chain stages, specifically focusing on retailers. At the end of the course, the students will develop supply chain analytical skills for solving several marketing supply chain problems such as demand forecasting, inventory management, and sales and operations planning. Graded on A-F basis only. Prerequisites: STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400). May be restricted during early registration to business students only and/or students who have declared the Global Supply Chain Certificate on their academic plan.

Credit Hours: 3

MRKTNG 4900: Analyzing and Communicating Business Data

This course focuses on the analysis of marketing and other business data with basic statistical techniques. Students will learn when and how to use statistical techniques to solve marketing and other business problems and how to effectively communicate the results of statistical tests to managers. The course covers univariate procedures and regression. Graded on A-F basis only. Prerequisites: ACCTCY 2258 (or INFOTC 1040 or CMP_SC 1050), MRKTNG 3000, and STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400). May be restricted during early registration to business students only and/or students who have declared the Marketing Analytics Certificate on their academic plan.

Credit Hours: 3

MRKTNG 4910: Data Analytics and Machine Learning for Business

(cross-leveled with MRKTNG 7910). Introduction and overview of Artificial Intelligence and Machine Learning applications in the domain of marketing and other business areas. Students will work with analytical tools and models, learn to derive actionable insight from using these tools, and gain knowledge of contemporary issues involving collecting, analyzing, and sharing data. Graded on A-F basis only. Prerequisites: ACCTCY 2258 (or INFOTC 1040 or CMP_SC 1050), MRKTNG 3000, MRKTNG 4900, and STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400). May be restricted during early registration to business students only and/or students who have declared the Marketing Analytics Certificate on their academic plan.

Credit Hours: 3

MRKTNG 4920: Data Visualization

An introduction to data visualization. Students will learn the principles for effective visual representation of data and learn how to prepare data visualizations using the Tableau platform. Graded on A-F basis only.

Credit Hour: 1

Prerequisites: ACCTCY 2258 or INFOTC 1040 or CMP_SC 1050. May be restricted during early registration to business students only and/or students who have declared the Marketing Analytics Certificate on their academic plan

MRKTNG 4930: Databases for Marketing Decisions

This is an applied course on marketing databases. The course helps students harness database management techniques to solve complex problems in the domain of marketing. In addition to learning the principles of relational database management systems (DBMS), students will learn how to apply database management skills (combined with other statistical packages) to make data-driven decisions that address important marketing problems. Specifically, they will learn how to do market segmentation analysis, cluster analysis, market share analysis, customer relationship management, brand and store positioning, and market and product sales forecasting. Graded on A-F basis only. **Prerequisites:** ACCTCY 2258 (or INFOTC 1040 or CMP_SC 1050), MRKTNG 3000, and STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400). May be restricted during early registration to business students only and/or students who have declared the Marketing Analytics Certificate on their academic plan.

Credit Hours: 3

MRKTNG 4940: Professional Marketing Internship

Provides experience with marketing activities in business organizations (or, occasionally, in a governmental or not-for-profit setting). Students are required to prepare and execute a plan of study approved by the instructor and to complete written assignments detailed in the plan. Course only satisfies a professional elective requirement of the program. Graded on S/U basis only.

Credit Hour: 1-3

Prerequisites: Internship Coordinator's consent required

MRKTNG 4950: Data-Based Decision-Making in Marketing

A systematic, analytical approach to marketing decision-making. Students will build their analytical skills through a combination of lectures, cloud-based software tools, and business case studies. Emphasis is on a hands-on approach to solve real-world marketing problems in domains such as segmentation, targeting, positioning, pricing, and resource allocation. Students will be able to assess the financial impact of marketing expenditures including bottom-line metrics and will draw on data visualization basics to effectively present their analysis to their peers. Graded on A-F basis only. **Prerequisites:** ACCTCY 2258 (or INFOTC 1040 or CMP_SC 1050), MRKTNG 3000, MRKTNG 4900,

and STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400). May be restricted during early registration to business students only and/or students who have declared the Marketing Analytics Certificate on their academic plan.

Credit Hours: 3

MRKTNG 7890: Marketing Supply Chain Analytics

(cross-leveled with MRKTNG 4890). This course focuses on applying data analytic tools and techniques at various supply chain stages, specifically focusing on retailers. At the end of the course, the students will develop supply chain analytical skills for solving several marketing supply chain problems such as demand forecasting, inventory management, and sales and operations planning. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: Obtain consent in Graduate Programs Office

MRKTNG 7910: Data Analytics and Machine Learning for Business

(cross-leveled with MRKTNG 4910). Introduction and overview of Artificial Intelligence and Machine Learning applications in the domain of marketing and other business areas. Students will work with analytical tools and models, learn to derive actionable insight from using these tools, and gain knowledge of contemporary issues involving collecting, analyzing, and sharing data. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: GPO Consent

MRKTNG 8001: MBA Topics in Marketing

Advanced study of selected marketing-related topics. Subjects vary across semesters.

Credit Hour: 1-3

Prerequisites: MBA Program consent required and completion of MRKTNG 8460 and MRKTNG 8470

MRKTNG 8050: Marketing Strategy

Builds on the foundations of Marketing 8460. This course focuses on how a firm can formulate a market-driven business strategy in a competitive environment and the planning and implementation of marketing programs based on this strategy.

Credit Hour: 1-3

Prerequisites: MBA Program consent required and completion of MRKTNG 8460 and MRKTNG 8470

MRKTNG 8060: Competitive Marketing Strategy

Builds on the foundations of MRKTNG 8460 and MRKTNG 8470. Focuses on quantitative market intelligence-based design, execution,

and adaptation of a market-drive business strategy to improve a firm's financial performance over time in a competitive environment. Uses a competitive, multi-period, marketing simulation game in which students are assigned to manage one of several firms competing in an industry. Prerequisites: MBA Program consent required: -MRKTNG 8460 and MRKTNG 8470. Cannot receive credit for both MRKTNG 8050 and MRKTNG 8060.

Credit Hour: 1-3

MRKTNG 8070: Marketing Business Models

Builds on the foundations of Marketing 8460 and 8470. Focuses on the formulation and analysis of marketing strategy and contemporary business models for creating and capturing value in different industries such as consumer goods, services, retailing, media, sports, entertainment, and online businesses. Business revenue and profit models will be evaluated in conjunction with marketing performance.

Credit Hour: 1-3

Prerequisites: MBA Program consent required, MRKTNG 8460 and MRKTNG 8470. Cannot receive credit for both MRKTNG 8050 and MRKTNG 8070

MRKTNG 8085: MBA Independent Study in Marketing

Advanced independent study of marketing topics(s). Student must have a course plan (assignments, evaluation criteria, etc.) approved by a marketing faculty member. Graded on S/U basis only.

Credit Hour: 1-3

Prerequisites: departmental and MBA Program consent required; MRKTNG 8460, MRKTNG 8470

MRKTNG 8180: Applied Statistics for Marketing Analytics

This course is designed to increase students' understanding of essential statistical methods, focusing primarily on interpretation and application in marketing contexts. During the course, students will apply statistical concepts and analyses in diverse marketing settings with a variety of data sets. By the end of the course, students will know when and how to apply fundamental statistical techniques in marketing situations, how to interpret the results of statistical analysis, and how to present results in a managerially useful manner. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: MBA program consent, prior statistical coursework

MRKTNG 8280: Research for Marketing Decisions

Methods for generating and using information related to marketing decisions. The course is aimed at the manager who designs, conducts, and/or uses the research. Emphasizes the design of research studies to inform managers' decisions and techniques for gathering and analyzing primary and secondary data.

Credit Hour: 1-3

Prerequisites: MBA Program consent, MRKTNG 8460, MRKTNG 8470, MRKTNG 8180

MRKTNG 8350: Business-to-Business Marketing

Advanced study of the marketing of goods and services to business customers; customer relationship management, and functionally integrated approaches to solving business problems.

Credit Hour: 1-3

Prerequisites: MBA Program consent required and completion of MRKTNG 8460 and MRKTNG 8470

MRKTNG 8420: Sales Force Management

Basic tasks of sales management as well as the application of theories and concepts to effectively manage that function. Topics covered include salesperson effectiveness, deployment, motivation, organizational design, compensation and evaluation.

Credit Hour: 1-3

Prerequisites: MBA Program consent required and completion of MRKTNG 8460 and MRKTNG 8470

MRKTNG 8460: Managerial Marketing

Introduces concepts and theories for marketing decision making. Provides an overview of principles and tools to analyze and understand marketing situations in order to develop and execute appropriate marketing initiatives.

Credit Hour: 1-3

MRKTNG 8470: Advanced Marketing Management

Develops knowledge and skills to manage marketing activities at the strategic and tactical levels. Course utilizes case studies, interactive class exercises, and advanced marketing readings. Students will learn to apply relevant concepts for effective marketing strategy development, marketing planning, and implementation of marketing mix decisions.

Credit Hour: 1-3

Prerequisites: MRKTNG 8460

MRKTNG 8650: Digital Marketing

The use of the Internet and other electronic channels as marketing tools. Emphasis on integration of digital interactions and communication into the overall marketing strategy.

Credit Hour: 1-3

Prerequisites: MBA Program consent required and completion of MRKTNG 8460 and MRKTNG 8470

MRKTNG 8680: Database Marketing

A quantitatively-oriented, hands-on course regarding the use of customer data for making decisions about marketing campaigns and targeting of individual customers. Concepts and applications in this course emphasize statistical analysis of large datasets involving customer records. The analytical and statistical programming skills learned in the course should be useful in any data-oriented business environment. Graded on A-F basis only.

Credit Hour: 1-3

Prerequisites: MBA Program consent required, MRKTNG 8460, MRKTNG 8470, MRKTNG 8180, MRKTNG 8280

MRKTNG 8720: Global Business Environment

Strategic and managerial issues associated with international trade and international marketing. The course focuses on managerial decision making in the differing and complex environments across foreign markets, alternative methods by which firms enter foreign markets and the development and implementation of international marketing strategies.

Credit Hour: 1-3

Prerequisites: MBA Program consent required and completion of MRKTNG 8460 and MRKTNG 8470

MRKTNG 8750: Brand Management

Focuses on the creation and execution of profitable brand strategies. Examines the practice of branding, the key components of brand equity, and how firms can build and sustain successful brands in competitive markets.

Credit Hour: 1-3

Prerequisites: MBA Program consent required, MRKTNG 8460 and MRKTNG 8470

MRKTNG 8760: Marketing Analytics for Business Decisions

A systematic, analytical approach to marketing decision-making. Students will be able to build their analytical skills through a combination of lectures, Excel-based software tools, and business case studies. Emphasis is on hands-on approaches for solving real-world marketing problems in domains such as segmentation, targeting, positioning, and resource allocation. The course will help students understand the financial impact of marketing expenditures including ROI assessment. Graded on A-F basis only.

Credit Hour: 1-3

Prerequisites or Corequisites: MRKTNG 8180

Prerequisites: GPO consent required

MRKTNG 8770: Marketing Databases and SQL

A user/analyst perspective to relational databases used in marketing applications. Fundamentals of relational databases, including database concepts, table design, views, normalization, and security. Hands-on

training in SQL (Structured Query Language) on database tables and views to retrieve, change, join, filter, sort, group, and summarize data. Data analysis with SQL and Excel combined. Presentation of SQL results sets. Course graded on A-F basis only.

Credit Hour: 1-3

Prerequisites or Corequisites: MRKTNG 8180

Prerequisites: GPO consent required

MRKTNG 8780: Advanced Marketing Analytics

Analytical methods for solving marketing problems. Emphasis on use of multivariate statistical techniques (e.g. regression models, time series models, principal components analysis, cluster analysis, discriminant analysis, ANOVA, survival/duration models, etc.) to aid marketing tasks and decisions in areas such as customer classification, segmentation, profiling, and targeting; prospecting with archival data; customer response to marketing interventions; customer acquisition/retention tactics; customer relationship management (CRM); sales forecasting; media allocation decisions; market basket analysis; etc. Graded on an A-F basis only.

Credit Hour: 1-3

Prerequisites or Corequisites: MRKTNG 8180

Prerequisites: GPO Consent Required

MRKTNG 8800: R for Marketing Analytics

Statistical analysis in R, including various types of regression analysis and other multivariate techniques. Emphasis is also placed on deriving relevant managerial implications from the results returned by R software. Graded on A-F basis only.

Credit Hour: 1.5

Prerequisites or Corequisites: MRKTNG 8180

Prerequisites: Graduate Programs Office consent

MRKTNG 8810: Python for Marketing Analytics

The science of processing data using expert systems for faster and smarter decision-making. The course covers statistical and machine learning methods, their core principles, and real-life applications in marketing. Provides hands-on training in using Python in a variety of applications. Graded on A-F basis only.

Credit Hour: 1-3

Prerequisites or Corequisites: MRKTNG 8180

Prerequisites: MBA Program consent

MRKTNG 8820: Artificial Intelligence and Machine Learning Applications in Marketing

Artificial Intelligence and Machine Learning (AI&ML) applications in the domain of marketing. Topics covered include applications using neural networks, support vector machines, and deep learning, among others. Graded on A-F basis only.

Credit Hour: 1-3

Prerequisites or Corequisites: MRKTNG 8180

Prerequisites: MBA Program consent

MRKTNG 9010: Introduction to Research Methods in Marketing

Introduces students to the research process. Examines philosophy of science, constructs and measurement issues regarding validity, and hypothesis-testing. Provides an overview of experimental and survey research methods, with introduction to qualitative research, model-building, and research using secondary data.

Credit Hour: 1-3

Prerequisites: Ph.D. students only; instructor's consent

MRKTNG 9020: Seminar in Advanced Research Methods in Marketing

Familiarizes students with advanced research methods in marketing, emphasizing problem developmental and conceptualization, operationalization of research questions, measurement, and survey research.

Credit Hour: 1-3

Prerequisites: MRKTNG 9010 or equivalent; Ph.D. students only; instructor's consent

MRKTNG 9030: Seminar in Applied Multivariate Analysis in Marketing

Familiarizes students with multivariate analysis of data used for research in marketing. Emphasizes application of multivariate methods, presentation of set, performing preliminary assessment of data quality and distribution, assessing measurement quality, and conducting a variety of multivariate and structural equation models, regression, logistic regression, discriminate analysis, cluster analysis, multi-way frequency analysis, and ANOVA.

Credit Hour: 1-3

Prerequisites: basic course in multivariate statistical methods; Ph.D. students only; instructor's consent

MRKTNG 9090: Research in Marketing

Thesis research for Ph.D. degree. Graded on a S/U basis only.

Credit Hour: 1-99

Prerequisites: Ph.D. students only

MRKTNG 9101: Current Topics Seminar in Marketing

Reading and critical evaluation of selected current marketing literature and research. Graded on S/U basis only. May be repeated.

Credit Hour: 1-3

Prerequisites: Ph.D. students only

MRKTNG 9185: Doctoral Independent Study in Marketing

Independent study of a marketing topic or research project. Arranged in consultation with a graduate faculty member. Graded on S/U basis only.

Credit Hour: 1-3

Prerequisites: Ph.D. students only; instructor's consent

MRKTNG 9210: Seminar in Marketing Strategy

Focuses on research topics that pertain to strategic marketing programs and decisions, such as marketing productivity, services marketing, product innovation management, and pricing, among others. Coverage is also given to defining the domain of research in marketing and to the development and use of related theories.

Credit Hour: 1-3

Prerequisites: Ph.D. students only; instructor's consent

MRKTNG 9220: Seminar Marketing Models

Familiarizes students with quantitative modeling approaches to address a variety of marketing problems. The focus is on the nature, relevance, and properties of mathematical models and analytical methods that are employed to address various types of marketing decisions. Students will gain an understanding of the process of model-building, testing and implementation.

Credit Hour: 1-3

Prerequisites: Ph.D students only; instructor's consent

MRKTNG 9230: Seminar in Consumer Behavior

Exposes doctoral students to perspectives on consumer behavior that draw from a variety of disciplines, including marketing, psychology, decision theory, sociology, and cultural anthropology. Students also learn about the different methods researchers employ to study consumers. Covers both classic and contemporary literature. Students are encouraged to evaluate and synthesize existing literature in the pursuit of new research ideas.

Credit Hour: 1-3

Prerequisites: Ph.D. students only; instructor's consent

MRKTNG 9600: Seminar in Marketing

Readings, independent investigations and reports. May be repeated.

Credit Hour: 1-3

Prerequisites: Ph.D. students only
