

# Marketing (MRKTNG)

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## **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.

**Credit Hours:** 3

**Prerequisites:** 45 semester hours

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## **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.

**Credit Hours:** 3

**Prerequisites:** 45 semester hours; Honors eligibility required

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## **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.

**Credit Hours:** 3

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

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## **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. During Early Registration some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with an emphasis in Marketing

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **MRKTNG 4201: Topics in Marketing**

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

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

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**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 and Honors eligibility required

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**MRKTNG 4250: Retail Marketing**

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

**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

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**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

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**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. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with an emphasis in Marketing

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**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

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**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. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with an emphasis in Marketing

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**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. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with an emphasis in Marketing

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

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**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

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**MRKTNG 4650: e-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. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis in Marketing

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**MRKTNG 4650H: e-Marketing - Honors**

Strategic and managerial challenges and issues related to use of the Internet and other electronic channels as marketing tools. During early registration, some sections may be restricted to College of Business students with emphasis in Marketing, or International Business with emphasis in Marketing; Honors eligibility required

**Credit Hours:** 3

**Prerequisites:** MRKTNG 3000

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**MRKTNG 4720: Global Marketing**

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

**Credit Hours:** 3

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

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**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

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**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

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**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).

**Credit Hours:** 3

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**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, MRKTNG 3000, and STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400).

**Credit Hours:** 3

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**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 consumer data. Graded on A-F basis only.

Prerequisites: ACCTCY 2258, MRKTNG 3000, 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 an emphasis in Marketing.

**Credit Hours:** 3

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**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

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**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, MRKTNG 3000, STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400).

**Credit Hours:** 3

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**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, MRKTNG 3000, STAT 2500 (or STAT 2200 and one of the following: STAT 1200, STAT 1300 or STAT 1400).

**Credit Hours:** 3

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**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

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**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 consumer data. Graded on A-F basis only.

**Credit Hours:** 3

**Prerequisites:** GPO Consent

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**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

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**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

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**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

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**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 7460, MRKTNG 7470

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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 7460, MRKTNG 7470, MRKTNG 8180, MRKTNG 8280

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**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

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**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

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**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

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**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

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**Prerequisites:** GPO consent required

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**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

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**MRKTNG 9600: Seminar in Marketing**

Readings, independent investigations and reports. May be repeated.

**Credit Hour:** 1-3

**Prerequisites:** Ph.D. students only

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