

MARKETING (MKTG)

MKTG 240 - Introduction to Marketing 3 Credits

Prerequisite(s): WRIT 105 or HONP 100; Not open to Business Administration or Accounting majors. Special fee. This introductory course is designed to expose the student to the basic areas that comprise marketing as a discipline. Marketing is viewed as a process that must be integrated with all other business functions. The basic theories, concepts, language and tools of marketing are introduced, and illustrations of their applicability to the business as well as non-profit sectors of the national economy with increasing stress on the global realities which affect the marketing function are addressed. 3 hours lecture.

MKTG 250 - Professional Selling 3 Credits

Prerequisite(s): CMST 101. The professional selling course introduces students to the fundamental concepts in professional selling. This course provides students with experiences and constructive feedback in analyzing customers, designing sales calls and presentations, and post-sales management of the relationship. The course emphasizes interpersonal relations and communications skills. The course involves lectures, discussions and frequent student presentations including questions and answers. Oral communication and business attire are emphasized. 3 hours lecture.

MKTG 300 - Integrated Core: Marketing 3 Credits

Prerequisite(s): BUGN 295. Business Administration or Accounting majors only. Corequisite(s): FINC 300, MGMT 300 and INFO 300. Special fee. Marketing is viewed as a process for creating value for customers that must be carefully integrated with all other functional areas of an organization. In addition to examining the application of marketing's essential theories, concepts, and tools to organizations, the course will examine the interrelationships of marketing with management, operations and finance. Topics to be discussed will include market research, new product development, demand/sales forecasting, segmentation analysis, branding, pricing, distribution strategies, and promotional tools. 3 hours lecture.

MKTG 307 - Retail Marketing and Management 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major, Recreation Professions major, Fashion Studies major or Nutrition and Food Science major with concentration in Food Management. Special fee. This course provides students with an overview of the field of retailing. Major retail institutions, e.g., department stores, specialty stores, discount stores, the components of the retail mix and the functional areas of retailing are examined. The marketing strategies of major retail companies as well as the trends that shape them, e.g., globalization, technology, electronic commerce, are analyzed. The course stresses an understanding of the retail customer and the importance of customer service and relationship management. Issues in the management of retail employees are also explored. The concepts in this course are useful for students interested in careers in consumer products and services marketing as well as retailing. 3 hours lecture.

MKTG 309 - Buying and Distribution Strategies 3 Credits

Prerequisite(s): MKTG 307; Business Administration major. Special fee. The role of the retail buyer is examined and essential skills needed for success are developed- e.g., forecasting, trend analysis, pricing, markdown timing, merchandise budgeting, negotiation skills, etc. In addition, the course will examine planning tools used to build merchandise assortments that meet management's profit guidelines and fundamental retail math formulas/metrics used to assess the effectiveness of the buyer. 3 hours lecture.

MKTG 310 - Services Marketing 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. Special fee. This course builds on basic marketing concepts to focus on the role of service as a primary source of competitive advantage for both service and non-service organizations in a predominantly service economy. The course examines the marketing and managerial implications of the differences between goods and services. The course discusses many service marketing concepts, including the relationship between the service provider and customer, the service profit chain, the real-time process experience of services, customer satisfaction and service quality. Specific applications for service sectors such as retail, sports, events, tourism, financial services, healthcare, and professional services will be discussed. 3 hours lecture.

MKTG 315 - International Tourism Marketing 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. Special fee. This course focuses on marketing practice and strategy within the context of global and international tourism markets, which include, but are not limited to, destination resorts/lodging, amusement parks and tourist attractions, festivals and fairs, cruise ships, ski resorts, sports venues, and event, meeting, and conference delivery. It evaluates cultural differences as well as encourages students to apply marketing strategy and skills to the tourism industry. Meets the University Writing Requirement for majors in Business Administration with a concentration in Marketing. 3 hours lecture.

MKTG 320 - Sports Marketing and Management 3 Credits

Prerequisite(s): MKTG 310 and MKTG 315; Business Administration major. Special fee. The sports industry is examined from a leisure and tourism perspective applying marketing and management theories. An interdisciplinary approach is applied in developing the ability to address the array of problems faced by sports marketers. Some of the topics include: sport consumers; promotions (advertising, sponsorship, endorsements); venue management; crowd and safety control; and licensing. The course provides a foundation for entry into middle level marketing and management positions in sports-related industries. 3 hours lecture.

MKTG 321 - Event Marketing and Planning 3 Credits

Prerequisite(s): MKTG 310 and MKTG 315; Business Administration major. Special fee. This course examines how successful events are created and marketed. It explores the structure of the events industry; the unique challenges of planning and executing an event; and how marketing theory can be applied to increase an event's success. Best practices related to event safety, event sponsorship and promotion and market analysis are also discussed. 3 hours lecture.

MKTG 325 - E-Tailing and Multi-Channel Retailing 3 Credits

Prerequisite(s): MKTG 307; Business Administration major. Special fee. This course will examine retail strategies and consumer behavior in the context of electronic and multi-channel retailing. Students will gain a practical understanding of e-tailing by using a hands-on approach in order to develop a fully functional shopping cart enabled website, conduct market research to develop and source merchandise, sell merchandise online, fulfill and deliver customer orders. Additionally, this course will expose students to the foundations of retailing in a multi-channel environment. Relevant and emerging e-tailing issues such as search engine optimization strategies, Google Analytics, mobile commerce, and social shopping will be explored. The concepts in this course are useful for students interested in a career in retailing and for those who want to be an online retail entrepreneur. 1.5 hours lecture, 1.5 hours lab.

MKTG 339 - Creative Process in Marketing**3 Credits**

Prerequisite(s): MKTG 240 or MKTG 300. Special fee. This course develops creative skills and explores effective decision making in marketing. Students play a marketing game and discuss creative options. The course is designed to appeal to students across disciplines to improve creative competencies in product design and develop, as well as retailing, fashion, branding, services, advertising, sports, communications, and promotions. 1.5 hours lecture, 1.5 hours lab.

MKTG 341 - Consumer Behavior**3 Credits**

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major, Recreation Profession major, Fashion Studies major, or Nutrition and Food Science major with concentration in Food Management. Special fee. An examination and analysis of consumer behavior related theories and concepts, which contribute towards successful domestic and international marketing management. This will include understanding behavioral science findings; market research techniques and consumer attitudes; socio-economic and demographic variables as they apply to end-user consumers. 3 hours lecture.

MKTG 342 - Sales Concepts and Practices**3 Credits**

Prerequisite(s): MKTG 250; Business Administration major. Special fee. Understanding the organization, administration and evaluation of the selling function within the firm. Topics will include: mechanics of the selling process, developing personal attributes necessary for a career in sales; selection, training, and supervision; performance evaluation; compensation and motivation of sales personnel and relationship with other marketing functions. 3 hours lecture.

MKTG 343 - Direct Marketing**3 Credits**

Prerequisite(s): MKTG 240; Business Administration major, Industrial Design. Special fee. Direct marketing continues to evolve as an information-driven marketing process, and its applications are expanding in all facets of the domestic and global economy. The students will be introduced to all aspects of direct marketing that enable marketers to develop, test, implement, measure, and appropriately modify customized marketing programs and strategies. The course will emphasize the role of database management in developing customer relationships in consumer, business-to-business and services sectors. The course will present telemarketing, direct mail, catalogs, broadcasting and electric medium with practical illustrations. Development and implementation of direct marketing methods will be instructed through lectures, executive presentations, case studies, corporate visits and "hands on" approach using personal computers. 3 hours lecture.

MKTG 344 - Integrated Marketing Communications**3 Credits**

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major, Graphic Design, Fashion Studies. Special fee. Integrated Marketing Communications (IMC) is a strategic business process which integrates and coordinates multiple promotional elements of a communications program across multiple media types to communicate a single compelling message to a targeted audience of consumers and end-users. This process helps companies identify the most effective methods for communicating and building relationships with specific customers and other stakeholders in a "one look, one voice" approach. It emphasizes the importance of a "key customer profile" to ensure that brands are positioned correctly and promotional programs are designed to be cost-efficient. The course provides a detailed review of promotion tactics such as advertising, direct marketing, interactive marketing, sales promotion, public relations and personal selling, as well as, how these tactics are applied to traditional print and broadcast media, new interactive and Internet-based media and innovative support media. 3 hours lecture.

MKTG 345 - Nonprofit Operations and Marketing**3 Credits**

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. Special fee. This course is designed to expose students to the missions and operational practices of nonprofit organizations. Students will investigate voluntary and semi-private sectors through membership strategies, fundraising, development roles, and volunteer management. Students are also expected to learn the role of marketing in the nonprofit organization. Main content areas include organizational design, management structures and functions, personnel management, financial management, promotion, funding sources and skills necessary to write a grant proposal. 3 hours lecture.

MKTG 350 - Pharmaceutical and Health Care Marketing**3 Credits**

Prerequisite(s): MKTG 240 and MKTG 300; Business Administration major. Special fee. A broad overview of the unique roles played by consumers, health care professionals, pharmacists, drug manufacturers, hospitals, clinics, government agencies, health insurers and others in this field that represents more than 20 percent of national GDP. Students learn how a complex mosaic of market, economic, social and governmental forces make these dynamic arenas in which to apply marketing theories, strategies and techniques. Team-teaching approach, as well as guest lecturers from the pharmaceutical and health care fields. 3 hours lecture.

MKTG 351 - Retail Store Co-op Ed**3 Credits**

Prerequisite(s): MKTG 307 or MKTG 309; departmental approval; Business Administration major. Students are required to accumulate 200 hours experience (approximately 15-20 hours per week) working in a retail store. In addition, students complete assignments designed to enhance their understanding of store operations, career opportunities in retailing, and the attitudes and skills necessary to advance in retail management. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Marketing faculty.

MKTG 352 - Event Marketing Practicum**2-3 Credits**

Prerequisite(s): MKTG 240; departmental approval; Business Administration major. Special fee. Students participate in the planning, promotion, and assessment of one or more major departmental events. Students will be introduced to project management tools (e.g., PERT) and principles of TQM by a faculty team leader/coach who will then guide students from the event's inception to its completion. In this process, students cultivate cross-functional team-building skills through continuous improvement of these annual events.

MKTG 353 - Law of Sports, Entertainment and Tourism**3 Credits**

Prerequisite(s): BSLW 235 may be taken as prerequisite or corequisite. Special fee. The course provides an introduction to the law applicable to sports, including recreational sports, entertainment events, and tourism, including casino gambling. The course will emphasize the legal issues confronting these industries and how the law affects the business practices employed in each industry. Topics include negligence, trademarks, licensing, marketing practices, employment practices, contracts, and civil rights in the covered industries. 3 hours lecture.

MKTG 355 - Sports, Events and Tourism Marketing Co-Op 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major; departmental approval. Students are required to accumulate 200 hours of marketing experience (approximately 15 - 20 hours/per week) working for a sport, events or tourism organization. In addition, students complete assignments designed to enhance their understanding of marketing strategies and tactics used by the employing organization, industry trends, career opportunities, and the attitudes and skills necessary for advancement. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Sports Events and Tourism Marketing faculty. 3 hours cooperative education.

MKTG 360 - Brand Management 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration majors only. Corequisite(s): MKTG 341. Special fee. Brands provide psychological value to consumers and competitive strengths to organizations. They shape consumer expectations and product experiences, which determine future brand perception and customer loyalty. For organizations brands are a source of competitive advantage. The importance of brand portfolio planning within the organization will be emphasized as well as the ability to define and analyze the problems dealt with by managers at each stage of product lifecycle. This course will provide students with an overview of branding strategy, how it fits into a marketing strategy, and how organizations manage successful brands. Some key themes of the course are brand equity or valuing brands, launching new brands, product management, brand extension, customer brand experience, brand trust, competitive brand strategies, not-for-profit branding and social and mobile branding. This course uses many pedagogical techniques such as lectures, case studies, student projects and presentations. 3 hours lecture.

MKTG 365 - Sustainability and Green Marketing 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration majors only. Corequisite(s): MKTG 341. Special fee. Sustainability marketing is viewed as a process for creating value for customers by integrating marketing fundamentals with the core environmental, social, and economic principles of sustainability. This process also involves incorporating sustainability initiatives within all other functional areas of an organization. In addition, this course helps to understand the impact of human consumption on the environment and development of marketing strategies to improve the human-environment interaction through creation, communication, and delivery of superior value and customer relationship management. Topics to be discussed will include sustainability market research, eco-sensitive consumer behavior, green product development, green demand/sales forecasting, green branding and marketing mix, current sustainability trends that influence marketing applications and development of strategic and practical marketing recommendations. Case studies will be drawn from different industries. 3 hours lecture.

MKTG 399 - Business Work Experience II 3-6 Credits

Prerequisite(s): INFO 230; departmental approval; Business Administration major. Special fee. Business Work Experience II integrates classroom study with supervised work experience and intensifies the experience gained through participation in Introduction to Business Work Experience. This course will develop, through practical experience, the student's expertise in the major field of study by providing a bridge from the academic environment to the world of the entering professional. Sustainability marketing is viewed as a process for creating value for customers by integrating marketing fundamentals with the core environmental, social, and economic principles of sustainability. This process also involves incorporating sustainability initiatives within all other functional areas of an organization. In addition, this course helps to understand the impact of human consumption on the environment and development of marketing strategies to improve the human-environment interaction through creation, communication, and delivery of superior value and customer relationship management. Topics to be discussed will include sustainability market research, eco-sensitive consumer behavior, green product development, green demand/sales forecasting, green branding and marketing mix, current sustainability trends that influence marketing applications and development of strategic and practical marketing recommendations. Case studies will be drawn from different industries. 3 hours lecture.

MKTG 442 - Marketing Research 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; MKTG 341, INFO 240; Business Administration major. Special fee. A broad overview of the many methods used to collect consumer, business and market data and turn it into useful information for marketing decision-makers. Beginning with the historical factors leading to development of MR in America, this course touches on all the vital theories, methods, and practices: secondary research (including databases and computer literature searches); qualitative (focus group) research; quantitative research (observational, surveys and experiments); data analysis (coding, tabulation, and an introduction to multivariate techniques); and effective communication of research findings (written reports, personal presentations, computer graphics and mapping.) The course includes student research projects, field trips and a MR videotape series produced at MSU, as well as traditional lectures. Meets the University Writing Requirement for majors in Business Administration with a concentration in Marketing. 3 hours lecture.

MKTG 443 - Sales Leadership Negotiation 3 Credits

Prerequisite(s): MKTG 250; Business Administration major. Corequisite(s): MKTG 342. Special fee. A managerial approach to marketing decision marketing from an organizational buyer perspective. Topics include: vendor and value-chain analysis, understanding JIT/cycle time systems and inventory controls; sales forecasting, market planning and strategy development grounded in a fundamental understanding of all aspects of organizational buyer dynamics. 3 hours lecture.

MKTG 444 - Distribution and Logistics Management 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. Special fee. This course introduces students to logistical practices and strategies encompassing the entire supply and distribution chain. This includes forecasting, procurement, manufacturing support, inventory management, transportation, warehousing, facility location, information systems, packaging, and customer service. These elements have experienced drastic changes since the 1980s due to deregulation, innovations such as intermodal transport, increased global trade and investment, and strategic partnerships. The course will examine how strategically-oriented logistic management has become vital to supporting total quality management systems to create world-class business performance standards. 3 hours lecture.

MKTG 445 - Marketing Strategies in Sports, Event and Tourism Industries 3 Credits

Prerequisite(s): MKTG 320, MKTG 321 and MKTG 307; Business Administration major. Special fee. An analysis of the marketing planning process in relationship to overall corporate strategic planning framework is presented from theoretical and practical perspectives in the field of sports, events and tourism industries. An increased understanding of the many variables involved in marketing decision-making and an awareness of current and sophisticated techniques used in the problem-solving process are analyzed. This capstone course integrates materials from the curriculum in an applied format utilizing group case analysis, marketing simulations and sport, event and tourism market/business plan production. 3 hours lecture.

MKTG 446 - Marketing Strategy and Implementation 3 Credits

Prerequisite(s): Seniors only; MKTG 442 may be taken as a Prerequisite or Corequisite; Business Administration major. Special fee. An analysis of the marketing planning process in relationship to overall corporate strategic planning framework is presented from both a theoretical and a practical perspective. An increased understanding of the many variables involved in marketing decision-making and an awareness of current, more sophisticated techniques used in such problem solving are analyzed. This capstone course integrates materials from the entire marketing curriculum in an applied format utilizing group case analysis, marketing simulations and market/business plan production. 3 hours lecture.

MKTG 447 - Marketing Analytics 3 Credits

Prerequisite(s): MKTG 300 and INFO 240; Business Administration majors only. Special fee. While marketing activities are becoming increasingly important, it is one of the least understood and measured functions at many firms. Marketing as a function is under incredible pressure to be accountable of its actions and be competent to measure its performance. Marketing executives continue to update their knowledge and skills necessary to measure the effectiveness of marketing actions and efficacy of marketing expenditures. This course is designed to provide the basic knowledge of marketing analytics that help marketers develop and utilize quantitative skills to plan, implement, analyze marketing strategies and tactics, and make better and more informed decisions. 3 hours lecture.

MKTG 448 - Marketing Consulting 3 Credits

Prerequisite(s): MKTG 300; Business Administration majors only. Corequisite(s): MKTG 446 or MKTG 442. Special fee. This course is a project-based course, tailored to function as a company-based consulting project wherein students apply their marketing skills under an experiential curriculum. Students will work in groups to simulate a real-life marketing consulting team wherein they will apply all relevant concepts to an actual case for a company or a non-profit organization. Students will apply and enhance their knowledge in critical areas such as market research, advertising and promotion, pricing, branding, and strategy development. Students will be assessed by the instructor on the basis of continual assessment, a final strategic report, and based on the client satisfaction. 3 hours lecture.

MKTG 451 - Internship in Retail Management 3 Credits

Prerequisite(s): MKTG 307 or MKTG 309; departmental approval; Business Administration major. Students are required to accumulate 200 hours experience (approximately 15-20 hours per week) working in either the corporate offices of a retail organization or in a supervisory capacity within a retail store. In addition, students complete assignments designed to enhance their understanding of store management, career opportunities in retailing, and the attitudes and skills necessary to advance in retail management. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Marketing faculty. 3 hours lecture.

MKTG 482 - Independent Owned and Franchised Retailing 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. Special fee. The opportunities and challenges of independent and franchised retail entrepreneurship are explored. Emphasis is placed on the steps necessary to establish a new retail venture and how to successfully compete with the discount mass merchandisers which proliferate today's retail landscape. 3 hours lecture.

MKTG 483 - Seminar in Retail Management 3 Credits

Prerequisite(s): MKTG 307 or MKTG 341; departmental approval; Business Administration major. Special fee. Students analyze trends/problems in the major retail segments and study the "best practices" of the top domestic and international retailers. In addition, the various ethical/legal dilemmas confronting today's retail executive are explored. Visiting experts, field trips, and reading assignments from current retail trade journals are utilized to keep the course on the "cutting edge." Meets the University Writing Requirement for majors in Business Administration with a Concentration in Retail Merchandizing and Management. 3 hours seminar.

MKTG 489 - Internet and Social Media Marketing 3 Credits

Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major, Fashion Studies. Special fee. This course discusses how digital and social media technology is changing how organizations and consumers engage in marketing activities - creating, pricing, distributing and promoting products, services, and ideas. It will use conceptual frameworks and practical approaches to explore how websites, search engines, mobile apps, SaaS, and social media platforms like Facebook, Twitter, Pinterest and Instagram enhance market-research processes, drive efficiencies in customer acquisition and retention, drive innovations and disruptive change, thus increasing customer and brand value. Students will apply their learning to complete a real-life project during the course. 3 hours lecture.

- MKTG 490 - Marketing Co-op Ed** **3 Credits**
Prerequisite(s): MKTG 240 or MKTG 300; departmental approval; Business Administration major. Working with public and private organizations (for profit), students are afforded an opportunity to apply classroom theoretics to real-world job situations. Illustrative engagements include team coordinated marketing research and advertising effectiveness studies; sales assistantships, public relations and retailing and distribution experiences. Market analysis and product feasibility and assessment exposures are accompanied by more organizationally tailored practical experiences in cultivating the student's resume.
- MKTG 492 - Independent Study in Marketing** **1-3 Credits**
Prerequisite(s): MKTG 341; departmental approval; Business Administration major. Special fee. An opportunity for a student to study or engage in a topic currently not covered in existing course selections or to take a required course normally given, but unavailable in conventional format.
- MKTG 493 - Special Topics in Marketing** **1-3 Credits**
Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. Special fee. An examination of topics not covered in normal marketing course work. Course to be given on demand with topics varying according to current issues arranged between faculty and student. May be repeated once for a maximum of 6.0 credits as long as the topic is different.
- MKTG 501 - Marketing Management** **3 Credits**
Prerequisite(s): M.B.A. degree students, M.A. Fine Arts majors with concentration in Museum Management, or M.A. Theatre majors with concentration in Arts Management only. Special fee. This business core requirement assumes little or no prior formal education in the discipline of marketing. As such, a solid introduction to the language of the discipline, body of knowledge, tools and techniques must necessarily be covered through a text and readings format supplemented with class lectures which are grounded in heavy case analysis and real-world illustrations. The pivotal distinctiveness of this graduate offering lies in drawing the student into issues that are industry and company specific (preferably drawn from the student's career related industry/company). 3 hours lecture.
- MKTG 531 - Contemporary Marketing** **1.5 Credit**
Special Fee. This course is designed to provide a broad overview of marketing, including the concepts, terminology and theories that define the field. Students develop their knowledge of segmentation, targeting, and brand positioning. They review strategies for the development of products and services, and become familiar with pricing, distribution, and promotional strategies. 1.5 hours lecture.
- MKTG 561 - Applied Marketing Management** **1.5 Credit**
Special fee. In this course, students develop an applied perspective of marketing management tasks. Examining marketing problems in a diverse group of enterprises, students apply marketing concepts and theories to specific marketing tasks, developing solutions that are workable, ethical, and effective. This course includes examination of new product and service development, internet marketing, and the process of aligning resources to effective marketing strategies. 1.5 hours lecture.
- MKTG 562 - Market Analysis and Customer Insight** **1.5 Credit**
Special fee. This course furthers students' abilities to undertake market analysis and gain customer insight. Students employ market research tools to advance to innovative marketing solutions. Through cases and projects, the course focuses on current behavioral theories of marketing and emerging areas of marketing practice, including social networking, branding, value creation, customer lifetime value, new digital tools, and the analysis of the return on marketing. 1.5 hours lecture.
- MKTG 563 - Sustainability and Corporate Responsibility** **1.5 Credit**
Special fee. With heightened interest of the role of businesses in society, there is increased necessity to promote firm responsibility and effectively communicate ethical decision-making practices. This course enhances student knowledge of sustainability practices and programs that can have an important impact on stakeholder groups and constituencies. Class discussion and guest speakers promote student engagement by exploring current sustainability practices. Group projects and case studies assist in examining how firms can create goodwill in local and global communities through social responsibility programs. 1.5 hours lecture.
- MKTG 571 - Marketing Metrics** **1.5 Credit**
Prerequisite(s): MKTG 501 or MKTG 562; MBA degree students only. Special fee. Despite its importance, marketing is one of the least understood and measured functions at many companies. While marketing costs have been rising rapidly, accounting for an increasing percentage of operating budget at a wide range of public firms, marketing executives are under incredible pressure to be accountable for their expenditures and to measure the effectiveness of marketing actions. This course is designed to provide the fundamental knowledge of marketing metrics that help marketers demonstrate the return on marketing investment (ROMI) and leverage data from marketing analytics to make better and more informed marketing decisions. 1.5 hours lecture.
- MKTG 572 - Strategic Brand Management** **1.5 Credit**
Prerequisite(s): MKTG 501 or MKTG 562; MBA degree students only. Special fee. In order to be able to analyze marketing opportunities and formulate effective marketing strategies, an understanding of brand management is a sine qua non. In recent years, there has been a growing interest in the study of brand management in the marketing profession the world over. In the current U.S. market environment, we have witnessed deep recession and hyper competition along with technology dominance and demanding consumers, all raising new questions about the value of branding. These trends require marketing companies and their business partners to shift the focus from mere advertising and logistics to developing, growing, managing, and leveraging brands and their equity. Thus, it is the dynamic marketing environment that provides the impetus for a detailed study on brand management. 1.5 hours lecture.
- MKTG 573 - Social and Mobile Media: Fundamentals and Analytics** **1.5 Credit**
Prerequisite(s): MKTG 501 or MKTG 561; MBA degree and Certificate students only. Special fee. Innovations in social media geotagging, and mobile technologies are continuously transforming the way consumers interact with each other and firms. This course covers the implications of the concurrent evolution of social media, location-based tagging, and mobile technologies on marketing strategy in the new landscape where traditional and digital media coexist and interact. It will provide an overview and basic understanding of key aspects of Social Media Marketing, Hyperlocal Marketing, and Mobile Marketing concepts, techniques, and tools. Students will gain understanding, ideas, techniques, and insights to develop a strategic marketing action plan for implementing and integrating these technologies with traditional media effectively for business growth and development. 1.5 hours lecture.

MKTG 574 - Sports Marketing and Management**1.5 Credit**

Prerequisite(s): MKTG 531 or MKTG 501; MBA degree students only. Special fee. The sports industry (including team sports, spectator sports, participatory sports, and personal fitness and wellness) will be examined from a marketing perspective. Students will be given extensive instruction about how marketing theory can be applied to sports. An interdisciplinary approach will be used to teach students how to deal with real-world sports marketing issues. Some of the topics that will be covered include: the scope of the sports marketing industry; why corporations want to sponsor sports; why sports teams and organizations need corporate sponsors; how sports organizations engage in cause-related marketing; understanding sport consumers; how to target specific groups of fans; how to brand your sports organization; how to create and implement and evaluate sports marketing campaigns; and how to use a marketing perspective to develop and manage a sports venue. The course provides a foundation for entry into middle level marketing and management positions in sports-related industries. 1.5 hours lecture.

MKTG 575 - Independent Study in Marketing**1-3 Credits**

Prerequisite(s): Departmental approval. MBA degree students only. Special fee. Under faculty guidance and supervision, this tutorial course is open to students who wish to pursue individual study and research in a particular discipline.

MKTG 576 - Delivering Service Excellence**1.5 Credit**

Prerequisite(s): MKTG 501 or MKTG 561; MBA degree students only. Special fee. This course examines the marketing and managerial implications of the differences between goods and services. A wide variety of services are examined, such as financial services (like banks and insurance), healthcare services (hospitals, insurance, PBMs), travel and tourism (hotels, theme parks, airlines), professional services (lawyers, accountants), and lifestyle services (sports clubs, fitness chains). The course discusses many service marketing concepts, including the relationship between the service provider and customer, the service profit chain, the real-time process experience of services, customer satisfaction and service quality. 1.5 hours lecture.

MKTG 577 - Selected Topics in Marketing**1-3 Credits**

Prerequisite(s): Departmental approval. MBA degree students only. Special fee. An in-depth study of a selected topic, issue, problem or trend in marketing. The specific subject matter is not offered as an existing regular course or deserves more time-emphasis than is possible in a regular course. When offered, topics and prerequisites are announced in the course schedule book. May be repeated eight times for a maximum of 12 credits as long as the topic is different. 1 - 3 hours lecture.

MKTG 578 - Pharmaceutical Marketing and Health Care Services**1.5 Credit**

Prerequisite(s): MKTG 501 or MKTG 561; MBA degree students only. Special fee. A broad overview of the unique role played by consumer, health care professionals, pharmacists, drug manufacturers, hospitals, clinics, government agencies, health insurers and others in this field that represents more than 20 percent of the national GOP. Students learn how a complex mosaic of market, economic, social, and governmental forces make these dynamic arenas in which to apply marketing theories, strategies, and techniques. Case-teaching approach, as well as guest lectures from the pharmaceutical and health care fields, are employed. 1.5 hours lecture.

MKTG 580 - Digital Customer Experience Management**1.5 Credit**

Prerequisite(s): MKTG 561. Marketing is increasingly shifting away from merely persuading customers to buy toward a focus on achieving excellent customer experience. Customer experience is the flow of emotions and beliefs the customer encounters from need recognition through to purchase and consumption. Effective digital marketers recognize a need to move beyond customer satisfaction with a digital channel toward a more holistic understanding of the customer journey from initial contact to achieving a lasting relationship. The customer experience perspective recognizes a need to understand customer decision-making models that guide them through the journey. This course covers major topics in models of customer decision-making, service marketing perspectives, digital service quality, customer journey mapping and customer experience metrics. 1.5 hours lecture.

MKTG 581 - Integrated Marketing Communication: Crisis Management**1.5 Credit**

Prerequisite(s): MKTG 531; MBA degree students only. Special fee. This course will examine crisis communication from a theoretical perspective. It will emphasize how corporations and organizations can strategically use integrated marketing communication tools (including marketing, advertising, branding, social media, and public relations) to anticipate crises, manage these events, and repair damage once the crisis has subsided. Most importantly, this course will provide leaders of businesses and organizations with the tools they need to determine how best to respond to and manage unfolding crises to minimize the damages they might otherwise suffer. 1.5 hours lecture.

MKTG 582 - Integrated Digital Advertising Planning across Multiscreen, Hyper-targeted Media**1.5 Credit**

Prerequisite(s): MKTG 561 and MKTG 562. Special fee. Consumers crave uninterrupted connectivity and accessibility across devices and mediums. It offers marketers a unique opportunity to utilize the synergistic capabilities of devices to target audiences across media and provide rich and unified experiences of connectivity and accessibility to meet advertiser integrated marketing communication goals. This course is designed to provide fundamental knowledge, tools, and entities underlying the mechanics of digital advertising including optimizing on demand ad formats – display, video, text across digital devices, digital ad placement, programmatic buying systems (DSP, DRM) and tools and strategies for ad retargeting. It provides an introduction to the various tools, technology, and entities in digital advertising. 1.5 hours lecture.

MKTG 583 - Omni-Channel Retailing**1.5 Credit**

Prerequisite(s): MKTG 561 and MKTG 562. A significant subset of marketing is determining the right retail channels to distribute the product. With the increasing number of digital touchpoints available for consumers to connect with a retailer, the objective of this course is to provide insights for retailers to be successful in an omni-channel environment. The course will provide an overview of traditional and online retailing, explain the transition to omni-channel retailing while focusing on intricacies of omni-channel retailing such as consumer behavior, product distribution/delivery, inventory and merchandise management, and pricing strategies. 1.5 hours lecture.

MKTG 585 - Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment) 1.5 Credit

Prerequisite(s): MKTG 561 and MKTG 562. Special fee. This course discusses digital strategy development and how firms use digital media technology, including social, mobile, web and IoT technology to meet organizational goals and objectives. It will use conceptual frameworks and practical applications to explore how websites, search engines, mobile apps, SaaS, and social media platforms to drive innovations and disruptive change, enhance market-research processes, drive efficiencies in customer acquisition and retention, thus increasing customer and brand value. Students will apply their learning to complete a real-life project during the course. 1.5 hours lecture.

MKTG 586 - Sales Management 1.5 Credit

Professional Sales has changed – dramatically – and so has the way a selling organization is structured and managed. This course will expose the MBA student to the challenges required to build, shape and maximize the performance of a sales force in the 21st Century. Topics will include: motivation and compensation plans, setting objectives, how technology facilitates sales force management and customer relationships, recruiting, hiring, sales forecasting, team selling, ethics and performance evaluation. The relationship with other functions at the “C” suite level will also be discussed. 1.5 hours lecture.

MKTG 587 - New Product Development 1.5 Credit

Successful launch of new products is critical to the survival of businesses in today’s competitive landscape and understanding the strategies pertaining to new product development (NPD) becomes critical. Though NPD spans several departments, the goal of this course is to attune students to the marketing aspects of NPD such as identifying customer needs using quantitative and qualitative methods, measuring customer benefits, and assessing various product launch strategies. At the end of this course, students will develop skills in the areas of the new product development process and maintaining a customer-focus during the process. 1.5 hours lecture.