Marketing (MKT)

MKT 177. Independent Studies. (0-5)

MKT 211. Business Concepts in Customer Engagement. (3)
A business concepts course for students in majors and minors outside of the Farmer School of Business. The course content has been specifically designed to focus on critical areas of the customers' experiences in and with organizations. Concepts from courses in Consumer Behavior, Service Delivery, and Personal Selling will be used to examine the Customer Engagement Process. The course will be taught in three modules.

MKT 277. Independent Studies. (0-5)

MKT 291. Principles of Marketing. (3) (MPT)
Factors involved in the management of the marketing function relative to product development, promotion, pricing, physical distribution, and determination of marketing objectives within the framework of the marketing system and in domestic and international markets. Prerequisite or co-requisite: ECO 201.

MKT 292. Careers In Marketing. (1)
Survey course dealing with possible careers in marketing. Focus is on self assessment, building a resume portfolio and career objectives. Over half of the classes will involve practitioner panels and discussions. Credit/No Credit only.
Co-requisite: MKT 291.

MKT 301. Creativity, Innovation and Decision Making in Marketing. (3)
The purpose of this course is to enhance the student's abilities in the areas of creativity, innovation and decision making in the context of marketing situations. The processes of problem recognition, idea generation, problem solution, and implementation, will be combined with foundations of analytics and research to equip the students with the skill set on which successful organizations are built and compete to succeed.
Prerequisites: MKT 291 and MKT 292.

MKT 325. Consumer Behavior. (3) (MPT)
An investigation into the science and art of understanding consumer behavior from a marketing perspective. This course is designed to help students develop an understanding of the skills, processes, concepts and theories necessary to generate useful consumer insights for products and services.
Prerequisite: MKT 291.

MKT 335. Marketing Research. (3) (MPT)
This course will help students to understand and practice the marketing research process and its role within the organization; integrate marketing theory and marketing research; improve their ability to find and intelligently use market information; practice using statistical quantitative tools.
Prerequisites: ISA 205 or STA 261, MKT 291.

MKT 340. Internship. (0-20)
Available to Farmer School of Business (FSB) majors and minors. Available for 0 credit hour during spring, summer and fall terms. Available for 1 credit hour during summer terms only. For one hour of credit, student must secure a sponsoring FSB faculty member within his/her major or minor to supervise the internship and accompanying required internship reflection paper. MKT 340 is not available during winter term. Students are to work through their respective academic departments to enroll in the course. Credit/no credit only. Note: FSB students may earn a maximum 2 credit hours toward graduation for BLS/BUS/ECO/ESP/FIN/ISA/MGT/MKT 340.
Prerequisite: 55 earned hours and permission of department.

MKT 377. Independent Studies. (0-5)

MKT 405. Creating Customer Value through Marketing. (3)
The nature of business has changed dramatically as competitive and other environmental factors have forced organizations to examine the "value" propositions that they offer to their customers. Nowhere is this focus on value more evident than in customer service roles, particularly sales.
Prerequisite: MKT 291.

MKT 412. Sustainable Marketing Management. (3)
The goal of this course is to provide an overview of the role of sustainability in marketing strategy. We use the triple bottom line perspective to cast sustainability as the simultaneous pursuit of financial, social/relational, and environmental performance. The course provides an assessment of current efforts to pursue sustainability with a primary focus on the interaction of the marketing organization with the environment. In the process, we investigate the interaction between consumption and the physical environment. We examine specific marketing tactics employed by firms seeking to maximize triple bottom line performance. We subsequently address consumption processes in the household, industrial, services, and transportation sectors of the economy.
Prerequisite: MKT 291.

MKT 415. Marketing to Organizations. (3) (MPT)
Introduces the nature and functions of marketing between businesses and business/government in terms of structure, buyer behavior, processes, supply chain management, information flows and the marketing mix.
Prerequisite: MKT 291.

MKT 419/MKT 519. Digital Branding. (3) (MPT)
Survey course emphasizing a hands-on immersion into ECommerce; studies the impact this technology has on the basics of the marketing mix and effective and efficient marketing strategies. Focuses on applications, innovations, and future direction (not on the technology that enables the Internet and www). Heavy reading, electronic and in-class discussions, and 'surfing' required. Recommended prerequisite: MKT 291.
Cross-listed with IMS.

MKT 425. Global Marketing. (3)
This course will provide students with an overview and understanding of global marketing. This involves an analysis of world markets, their respective consumers and environments, and the marketing management required to meet the demands of constantly changing foreign markets.
Prerequisite: MKT 291.
MKT 431/MKT 531. Logistics Management. (3) (MPT)
Develops a framework for understanding all the firm's movement-storage activities necessary to provide products to customers where and when they are desired. Transportation, warehousing, inventory, order-processing, and handling activities are investigated in terms of their impact on customer service and total distribution cost.
Prerequisite: ISA 205, MKT 291.
Cross-listed with MGT.

MKT 435. Branding and Integrated Marketing Communication. (3) (MPT)
Theory and practice of brand equity management and integrated marketing communications. Topics include brand equity models, brand audits, brand equity leveraging and brand portfolio management. Significant emphasis is also placed on the theory and practice of integrated marketing communications.
Prerequisite: MKT 291.

MKT 442. Highwire Brand Studio. (4-8) (MPC)
Multidisciplinary practicum involving students from marketing, graphic design and other relevant majors. Three competing, multi-disciplinary student teams work for a semester on an actual client's current brandings and marketing communications challenge. Campaign solutions typically include primary research and market analysis, campaign strategy development and graphic design for advertising and other sales support materials. Incorporates contemporary technology and industry standard materials and research. Expertise and facilities of marketing, graphic design and other relevant majors are fully integrated within each team. Each campaign is formally presented to the client at the end of the semester.
Prerequisite: MKT 435 or permission of instructor.

MKT 461. Principles of Retailing. (3)
TS Survey of retail management issues impacting effective last mile customer service in contemporary product and service retailing; includes topics such as retail channels, retail mix, retail market strategy, financial strategy, ethics, location, trading area and site analysis, store design/environment, visual merchandising, merchandise assortments and budgets, and store operations.
Prerequisite: MKT 291.

MKT 477. Independent Studies. (0-5)

MKT 490. Emerging Topics in Marketing. (1-4; maximum 6)
This course focuses on a significant emerging topic in the marketing field. The course itself may take the form of a lecture, seminar, practicum, or individual study depending on the topic.
Prerequisite: MKT 291 or permission of instructor.

MKT 495. Strategy Works. (4) (MPC)
This marketing strategy practicum will provide students an opportunity to integrate and apply marketing planning and strategic concepts to real-world problems while developing skills in teamwork, written and oral communication, critical thinking, and quantitative and qualitative analysis.
Prerequisites: MKT 291, MGT 291 and FIN 301.

MKT 618. Marketing Management. (3)
Focuses on business's front lines; the value creation from which all economic activity derives. Address how sellers identify, manage, and meet customer needs and wants through concepts, heuristics, models, and frameworks that help stimulate and manage customer-centric organizations. Leverage a mix of current readings and case analyses to bring cutting edge thinking and applications to life.

MKT 622. Creativity, Innovation & Problem Solving in Marketing. (3)
Participants will learn to meet the demand for rapid, creative solutions to ever-changing business challenges. Addresses creativity stimulation within both individuals and teams by building a toolbox of techniques that participants apply to problems commonly arising in marketing and business. Included are topics such as (1) problem definition (e.g., too narrow vs. too broad), (2) the need for multiple perspectives (e.g., core competency vs. core rigidity), (3) methods for stimulating idea generation (e.g., empathic design), and methods for evaluating ideas and their potential profitability (e.g., conjoint).
Prerequisite: MKT 618.

MKT 632. Information Network Marketing. (3)
This course surveys the digital marketing landscape including its fringes, examining opportunities and threats driven by advances on the network frontier. The student will develop a set of critical skills so that she/he is better able to evaluate and find opportunity when presented with new technologies throughout their career. Understanding how to approach these advances is a critical skill for a marketer in today's environment.
Prerequisites: MKT 618 and ISA 621.

MKT 635. Branding and Brand Equity Management. (3)
Theory and practice of brand equity management in consumer and business-to-business environments. Topics include brand equity models, brand audits, brand equity leveraging and brand portfolio management. Significant emphasis is also placed on the theory and practice of integrated marketing communications.
Prerequisite: MKT 618.

MKT 640. Internship. (0-12; maximum 12)

MKT 642. Globalization and Marketing Strategy. (3)
Explores the impact of changes in the global economic, political, socio-cultural, and technological environment on the development and implementation of strategic marketing decisions within both foreign and domestic country markets.
Prerequisite: MKT 618.

MKT 645. Marketing Analytics for the Executive. (3)
Marketing decisions have always been rooted in data. However, over the past decade more and more data has become available to marketers. This course details the analysis measures and methods used by leading marketers to make more precise marketing decisions in the 21st century.
Prerequisite: MKT 618.