

MARKETING (MKTG)

MKTG 500: Marketing Management

3 Credits

Development of a marketing management focus, including market analysis, competition analysis, and decisions in pricing, product, promotion, and distribution channels.

Prerequisite: ACCTG511 or ACCTG512 ; B A 533

MKTG 518: Global Marketing

3 Credits

Role of international marketing in the global business environment; development of marketing plans and implementation strategies under differing socio-economic conditions.

Prerequisite: MKTG 500

MKTG 519: Data Collection for Business Research

3 Credits

Modern organizations rely on data to understand markets and customers. Data-driven business decision-making isn't a fad, it's a requirement for business success. MKTG 519 will prepare students to collect business data, including the methods, techniques and practices associated with quantitative and qualitative studies. Students will learn how to align research with information needs, select the appropriate method of collection, design a sample and recruit participants, craft and administer questionnaires, and apply experiments to assessing business topics. Likewise, students will learn about various qualitative research techniques and the role a discussion guide plays in gathering this type of data. Data privacy and research ethics are also covered.

MKTG 521: Scientific Marketing Analysis and Implementation

2 Credits

An introduction to the tools used, rationale for, and the practice and implementation of a variety of current marketing techniques. MKTG (MS&IS) 521 Marketing Engineering (3) This course deals with concepts, methods, and applications of decision modeling to address such marketing issues as segmentation, targeting and positioning, new product design and development, advertising, sales force and promotion planning, and sales forecasting. The course is designed for MBAs as well as for students in engineering and related disciplines who have some background in or understanding of marketing principles, and exposure to spreadsheet programs such as EXCEL. Unlike conventional capstone marketing courses that focus on conceptual material, this course will attempt to provide skills to translate conceptual understanding into specific operational plans—a skill in increasing demand in organizations today. Using market simulations and related exercises tied to PC-based computer software, students will develop marketing plans in various decision contexts. Specifically, the course objectives are to: Provide students with an understanding of the role that analytical techniques and computer models can play in enhancing marketing decision making in modern enterprises. Improve students' skill in viewing marketing processes and relationships systematically and analytically. Expose students to numerous examples demonstrating the value of the analytic approach to marketing decision making. Provide students with the

software tools that will enable them to apply the models and methods taught in the course to real marketing problems. The course will be of particularly valuable to students planning careers in marketing and management consulting. The course is designed for students with some background in quantitative methods as well as some exposure to basic marketing concepts. Class sessions will be devoted to probing, extending and applying the material in the readings and the cases. We will use the "Tell-Show-Do" sequence to give you hands-on experience in using the course materials for making marketing decisions. It is your responsibility to be prepared for each session as detailed in the course outline. Each one of you will benefit from belonging to a "study group" that meets and prepares for each session before coming to class.

Prerequisite: B A 500

MKTG 532: Brand Management

2 Credits

To examine and understand the processes of building, designing, measuring, and maintaining brand equity.

Prerequisite: B A 500

MKTG 534: Integrated Market Communications

2 Credits

Provides the frameworks for thinking, tools, language, and skills for strategic management of integrated market communications.

Prerequisite: B A 500

MKTG 540: Marketing Analytics

3 Credits

The course objectives are to demonstrate to students the benefits of using systematic and analytical approaches to marketing decision-making, and to build their skills and confidence in undertaking such analyses and decision-making in a modern enterprise. The analytical approaches covered in the course will enable students to identify alternative marketing options and actions that enhance business performance, predict the expected market and consumer reactions associated with potential marketing actions undertaken by a business, calibrate the opportunity costs associated with each action, and choose one or more actions that have the highest likelihood of achieving established business goals. The course will help students to develop skills that will enable them to propose and justify marketing expenditures using a Return on Investment (ROI) logic that businesses are increasingly asking of their executives. This course builds on the basic business analytics concepts and methods that business students are expected to have. The topics covered include a range of analytical concepts and tools associated with various aspects of marketing, including segmentation, targeting, positioning, product design, short-term and long-term forecasting, marketing resource allocation, search engine advertising planning, social influence measurement, A/B testing, and attribution analysis.

Prerequisite: MKTG 811

MKTG 541: Consumer Behavior

2 Credits

Introduce theories and concepts from psychology, sociology, economics, and other disciplines that are useful in understanding and marketing to consumers.

Prerequisite: B A 500**MKTG 543: e-Marketing**

2 Credits

Using the Internet and related technologies to enhance and transform marketing functions and processes.

MKTG 551: Theoretical Perspectives on Buyer Behavior

3 Credits

Review of marketing and social sciences research related to understanding consumer and market behavior.

MKTG 554: Research Methods in Marketing

3 Credits

Philosophical, methodological, and measurement issues involved in designing, conducting, analyzing, and interpreting research in marketing.

MKTG 555: Marketing Models

3 Credits

Topics in the model building approach to marketing decision making, focusing on current research issues.

MKTG 556: Marketing Management

3 Credits

To explore the conceptual and applied dimensions of marketing management. MKTG 556 Marketing Management (3) This course is a seminar course, so class involvement will be a major component. In addition, students will be expected to prepare two papers. The first will be a journal submission review; the second will be the written version of each student's research proposal. Academics need to understand journal reviewing, and they need to develop research ideas and write about them. Students will also be expected to prepare and perform two oral presentations. The first will be the presentation discussed in the session description below and will be a part of their class participation. The second will be an oral form of the student's research presentation. Students need to be able to communicate their ideas, and it is hoped that having an oral presentation of their proposals before the written presentation will also help them improve their proposal. Finally, there will be an examination at the end of the course. Each class session, with the exception of the first and last class periods, will be devoted to an important topic in the marketing management domain. For each class period, other than the two exceptions, students will read around 7 papers. The papers will be a mix of classical, seminal works and recent, cutting-edge works in the assigned area. The bulk of the class period will be devoted to discussion of the articles assigned. Discussion will be devoted to a) why the article is important, b) good points of the article, c) bad points of the article, and d) research ideas that the article might suggest or engender. In addition, one student per week will be responsible to find, prepare, and present another published paper that deals with the weeks'

issues ; this presentation will be part of the student's participation grade. The last few minutes of each class will be devoted to a discussion by the instructors of where research in the assigned area is going and some interesting open research questions in the area. The two exceptions among the class periods will be the first and last class. In the first class, we will have an introduction to research in marketing management and this particular Ph.D. seminar, while the last class will be devoted to allowing the remaining students to present their research proposals.

Prerequisite: MKTG 551; Concurrent: MKTG 555**MKTG 571: Marketing Strategy**

2 Credits

Examines business-level marketing issues and solutions to problems in competitive business environments.

Prerequisite: B A 500**MKTG 590: Colloquium**

1-3 Credits/Maximum of 3

Continuing seminars that consist of a series of individual lectures by faculty, students, or outside speakers.

MKTG 596: Individual Studies

1-9 Credits/Maximum of 9

Creative projects, including nonthesis research, which are supervised on an individual basis and which fall outside the scope of formal courses.

MKTG 597: Special Topics

1-9 Credits/Maximum of 9

Formal courses given on a topical or special interest subject which may be offered infrequently; several different topics may be taught in one year or term.

MKTG 599: Foreign Study--Marketing

1-12 Credits/Maximum of 12

Full-time graduate-level foreign study at an overseas institution with whom linkages have been established.

Prerequisite: acceptance in established exchange program International Cultures (IL)**MKTG 600: Thesis Research**

1-15 Credits/Maximum of 999

No description.

MKTG 601: Ph.D. Dissertation Full-Time

0 Credits/Maximum of 999

No description.

MKTG 602: Supervised Experience in College Teaching

1-3 Credits/Maximum of 6

No description available.

MKTG 610: Thesis Research Off Campus

1-15 Credits/Maximum of 999

No description.

MKTG 811: Driving Business Success with Marketing Analytics

3 Credits

Data-driven marketing is essential for today's business success. MKTG 811 prepares students with the fundamental skills to successfully leverage marketing data in business decision making and strategy. Students will learn how to map data to marketing challenges, apply basic statistics to marketing analyses, report results in meaningful ways, and support organizations in effectively leveraging marketing data. Special emphasis is given to translating data into meaningful and actionable business insights. This course does not assume any prior knowledge in statistics.

MKTG 812: Evaluating Marketing Communications in the Digital World

3 Credits

This course provides students with the basic principles, procedures, and objectives of using analytics to assess digital marketing communications. Course content focuses on key areas of marketing communication evaluation, including audience engagement, messaging and content effectiveness, campaign reach and influence, marketing mix allocation, social sentiment and impact, and mobile and website user experience. Students will gain practical experience with a variety of analytic tools and software.

MKTG 813: Data-Driven Customer Acquisition & Retention

3 Credits

MKTG 813 focuses on leveraging marketing data to support acquiring, developing relationships with, and retaining customers. Through the lens of the Customer Lifecycle, students will learn key data analytic techniques for targeting the right customers, engaging them and moving them through the path to purchase, identifying customer profitability and customer lifetime value, managing challenges such as customer churn, and building and managing customer loyalty programs.

Prerequisite: MKTG 811**MKTG 814: Analytics for Brand Management and Customer Experience**

3 Credits

MKTG 814 prepares students to apply marketing data analytics in support of brand and product success. The course familiarizes students with analytics for brand and product positioning, brand equity and loyalty, price optimization, and enhancing the customer experience. Special emphasis is placed on data visualization and communicating data insights in ways meaningful for strategic business application.

Prerequisite: MKTG 811**MKTG 815: Marketing Data Integration to Create Consumer Insights**

3 Credits

This course provides students with an overview of current principles and practices in data visualization and reporting. Students will learn how to translate data results into actionable insights and communicate these findings in ways that facilitate attention, interest, understanding, and strategic application. Course topics include developing insights, data storytelling, presenting data visually, and designing effective data deliverables. This capstone course provides students with the opportunity to integrate skills learned throughout the Master's program. In a project spanning the semester, students will select data to address a specific marketing challenge, analyze the data and develop insights, and communicate the results in an engaging and strategic deliverable.

MKTG 816: Business-to-Business Marketing Analytics

3 Credits

This course is designed to provide students with an understanding of how to successfully leverage data and analytics to support Business-to-Business (B2B) marketing success. This course will cover key elements of B2B marketing analytics, including collecting relevant data and using it to support customer segmentation, brand management, product development, customer experience, and pricing strategies.

MKTG 817: New Product Development and Management

3 Credits

This course focuses on the analytical, decision making, and planning concepts, frameworks, and tools available to market, product, and brand managers regarding innovation and new product development.

MKTG 818: Business-to-Business Marketing Strategy

3 Credits

This course is designed to provide students with a framework for value creation and delivery in business-to-business (B2B) markets. The course introduces basic concepts and theories of B2B marketing, includes application to various strategic B2B marketing decisions, and offers an overarching framework for B2B marketing strategy formation. The applied nature of the course is reflected in the focus on tools and frameworks, the use of case studies, cameos by B2B industry leaders, and assignments encouraging students to creatively approach and solve B2B marketing problems and make decisions that foster organic growth.

MKTG 833: Business Marketing

3 Credits

MKTG 833 focuses on transactions between organizations, i.e., "Business-to-Business" (B2B) markets, which are critical to the growth and health of the economy, and an essential part of economic life. In most years, the \$ volume of transactions between businesses exceeds transactions that are Business-to-Consumer (B2C). The bulk of online business is B2B. Yet, B2B markets differ fundamentally from B2C markets. In this class, students learn the language, concepts, theories, principles, and best practices of modern B2B marketing. The course follows a proven template for developing B2B marketing strategy to drive business results. This framework is called the Value Delivery Framework, and covers building a value understanding, strategy formulation, the

design of customer value, the communication and delivery of customer value, and life-cycle management.

Prerequisite: BA 800

MKTG 842: New Product Development and Management

2 Credits

MKTG 842 focuses on the analytical, decision making, and planning concepts, frameworks, and tools available to market, product, and brand managers regarding innovation and new product development. The course covers strategic topics on innovation and new product development. In doing so, the course broadly tracks the new product development process including opportunity identification, idea generation methods (both within and crossing firm boundaries such as design thinking, open innovation, and crowdsourcing), concept evaluation and selection, product design, product use testing and prototyping, innovation adoption and diffusion, and sales forecasting. Topical issues such as technological developments relevant to innovation and new product development are covered as well. Students learn the fundamental concepts of innovation and new product development, how to apply tools and frameworks to business situations, such to formulate an appropriate approach to innovation and strategic new product needs, and how to apply qualitative and quantitative techniques to conduct business analysis at various stages of the new product development process in a hands-on team new product development project. Through lectures, case discussions, and a variety of experiential learning methods, the course provides an in-depth understanding of real-world challenges in innovation and new product development.

Prerequisite: BA 800