

MARKETING (MK)

MK 610. Research for Marketing and Business Decisions. 3 Credits.

The course provides a managerial approach to market research activities. The goal is to enable students to evaluate market research projects and to interpret and apply research information toward marketing decisions. The research process is discussed and qualitative as well as quantitative methodologies are systematically reviewed. Attention is paid to how to analyze and present research findings.

Prerequisites: Take MBA 645.

Offered: As needed

MK 611. Managing Marketing Communications. 3 Credits.

This course explores the many ways marketers communicate with other businesses and with consumers to inform and influence decision-making. The course introduces students to the philosophy, strategy and practices of integrated marketing communications (IMC). To effectively plan, implement and evaluate IMC programs requires an understanding of the firm's overall marketing strategy and process, insight into consumers' needs, grounding in communications theory, and a working knowledge of various IMC tools including advertising, direct marketing, public relations, sales promotion, point-of-purchase displays and personal selling. Strategic and creative issues are covered.

Prerequisites: Take MBA 645.

Offered: As needed

MK 612. New Product Marketing. 3 Credits.

This course introduces students to the specialized areas, within marketing management, of product development, brand management and pricing strategy. The primary topic of the course is new product management. This includes strategic planning, idea generation, business analysis, design, testing and introduction of new products to market. Related topics are issues in brand management and pricing strategy and tactics.

Prerequisites: Take MBA 645.

Offered: As needed

MK 613. Marketing Planning. 3 Credits.

This course provides students with the tools to conduct analyses of markets for products and services and covers how to develop a marketing plan that includes goal definition, product strategy and positioning, description of the mix of marketing activities to achieve the objectives, contingency plans and controls.

Prerequisites: Take MBA 645.

Offered: As needed

MK 614. Agile Marketing. 3 Credits.

Agile marketing emphasizes flexibility, collaboration, and rapid iteration. It is based on the principles of agile management, which values customer collaboration, responding to change, and delivering working solutions quickly and frequently. This course covers the principles of agile marketing, the creation of cross-functional teams, the prioritization and management of projects using agile methodologies, and the evaluation of agile marketing campaigns. Students gain skills and knowledge to thrive in a rapidly changing marketing landscape, where the ability to adapt quickly and respond to customer needs is critical for success.

Prerequisites: Take MBA 645

Offered: As needed

MK 615. Managing Marketing Channels. 3 Credits.

This is an introduction to the design, evaluation and management of distribution channels. Topics include strategic issues in designing distribution channels, channel member roles, managing channel conflict, evaluation of channel performance, motivation of channel members, managing a hybrid mix of traditional and non-traditional channels, and channel logistics (transportation, inventory, materials handling and information management).

Prerequisites: Take MBA 645.

Offered: As needed

MK 616. Digital Marketing. 3 Credits.

This course introduces students to topics and issues employed by marketing managers as they develop and implement their digital marketing strategies. Topics include; marketing analytics, digital business models, digital marketing channels, search engine marketing, social media and mobile marketing. The class incorporates experiential learning opportunities which enable students to bridge the gap between marketing theory and managerial practice.

Prerequisites: Take MBA 645.

Offered: As needed

MK 618. Global Branding and Marketing. 3 Credits.

The class examines global brands created in different parts of the world including Africa, Asia, Europe, and the Americas. Topics include global market segmentation, understanding global consumers and markets, developing global market-entry strategies, using digital marketing technologies in global markets, understanding global logistics, supply chains and distribution channels, and developing financial projections associated with global branding. The class involves a combination of lectures and case studies to help students develop their skills in global branding and marketing. Students gain skills and knowledge to thrive in a rapidly changing global landscape.

Prerequisites: Take MBA 645

Offered: As needed

MK 619. Marketing Analytics. 3 Credits.

Topics covered in this course include market segmentation, marketing mix analysis, product bundle optimization and social network analysis. In addition, students are introduced to the basics of effective visual presentation of quantitative information. Weekly homework with real business data allows students to explore a variety of analytic techniques and answer actual problems. Students leave with a knowledge of a variety of advanced techniques, in-demand analytic reasoning skills, and an understanding of methodological debates, trade-offs, and resource allocation for data projects.

Prerequisites: Take MBA 645.

Offered: As needed

MK 620. Applied Consumer Behavior Research. 3 Credits.

This course provides a basic understanding of the major concepts and theories in consumer decision-making and behavior and how these can be used as the basis for empirical research on the way consumers process information, form preferences and make buying choices. This is a course in which theories from psychology, sociology and economics are applied to the study of consumer behavior.

Prerequisites: Take MBA 645.

Offered: As needed

MK 697. Special Topics in Marketing.

3 Credits.

This special topics course includes treatment level of one or more issues in marketing. Subject matter varies at each course offering depending upon the interest of students and faculty, and changes in the marketplace.

Prerequisites: None

Offered: As needed