

Marketing Courses

Courses

MKT 5311. Marketing Management.

Marketing Management (3-0) Analysis of policy formulation by marketing management with special emphasis on the influence of internal and external environment factors that affect the competitive strategies of a marketing firm. Restricted to majors: ACCT, BSAD, and ECON.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 5320. New Product Development.

This course examines the strategies, processes and methods for managing different stages of product development from idea generation to market testing, and the cutting-edge tools and techniques used for new product development. Although the primary focus of the course is on physical products, much of the material is also relevant for the design of new services. Prerequisite: MKT 5311 with a grade of C or better.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5321. Marketing Research.

Companies that successfully meet consumer needs enjoy a position of competitive advantage and superior financial performance. In today's business environment, managers keep track of consumer needs by gathering and analyzing data from multiple internal and external sources. In this course, students will learn how to manage and integrate data to make business decisions. At the end of the class, students will be able to 1) define business problems, 2) assess data needs and resources, 3) gather and manage data, 4) evaluate data quality, 5) analyze basic data sets using statistical software, 6) recommend business solutions by creating and presenting business reports. Prerequisite: MKT 5311 with a grade of C or better.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5322. Sales Management.

This course offers an overview of professional sales force management and personal selling by firms engaged in business-to-business and consumer goods/services marketing. The course will examine the role, importance, and process of personal selling in different marketing situations. Students will be able to diagnose and address diverse problems and decisions that arise in developing and implementing a firm's selling strategy. Prerequisite: MKT 5311 with a grade of C or better.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5323. Consumer Behavior.

This course emphasizes the psychological and sociological aspects of individual (and to a lesser extent organizational) buyer behavior. Topics range from individual differences in perception, learning, motivation, and personality to the decision making processes that are made by individuals (and organizations). Throughout the course, there will be an emphasis on the application of these fundamental concepts to the formulation of marketing strategy. A particular emphasis will be placed on being able to apply the conceptual elements of consumer behavior in settings that can be transformative in nature (e.g., improve the lives of consumers as well as the world around them). Prerequisite: MKT 5311 with a grade of C or better.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5324. Retailing Management.

This course analyzes the retailing process, the environment in which it operates, and the characteristics of retail institutions and functions. It examines trends in retailing and uses the strategic profit model approach to understand the impact of retail mix strategies (e.g., pricing, location, inventory, etc) on performance. It offers a historical perspective with emphasis on the evolution of retailing structure and institutions, trends, and location strategies.

Prerequisite: MKT 5311 with a grade of C or better.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5325. Services Marketing.

The course focuses on the challenges of managing service brands and delivering quality service to customers across industry sectors. The attraction, retention, and building of strong customer relationships through quality service (and services) are at the heart of the course content. The course examines the development, implementation, and assessment of service program strategies in the context of customer relationship management and its linkages to customer lifetime value and profitability. It emphasizes total organization commitment to quality service and how effective marketing and customer focus must be coordinated across functional areas. Prerequisite: MKT 5311 with a grade of C or higher.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5330. Marketing Strategy.

The course focuses on the formulation of marketing strategy at the strategic management level of the organization. The course emphasizes analytic skills to solve marketing problems and to address marketing opportunities associated with multinational marketing issues in the context of multi-product and multi-functional consumer and industrial organizations. The course offers a systematic analysis and evaluation of the firm's resources, capabilities, competition, market position and external environment to develop positions of competitive advantage and superior financial performance. Prerequisite: MKT 5311 with a grade of C or better.

Prerequisite: MKT 5311 with a grade of C or better.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5355. International Marketing.

International Marketing (3-0) This course focuses on the types of marketing decisions facing the international marketing manager in the multinational firm. It examines international marketing in terms of exporting and importing as well as other modes of entry. Considerable emphasis is placed upon differences among markets because of geography, politics, economics, culture, commercial policy, legal matters and trade practices. Areas of investigation include global marketing of the marketing mix and border/regional issues. Restricted to majors: ACCT, BSAD, and ECON. Prerequisite: MKT 5311.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Major Restrictions:

Restricted to majors of ACCT, BAMA, BSAD, ECON

Prerequisite(s): (MKT 5311 w/C or better)

MKT 5392. Dir Individual Study-Marketing.

Directed Individual Study in Marketing (0-0-3) This course may be repeated, but no more than three semester credit hours may be applied to satisfy the requirements for the master's degree. Restricted to majors: ACCT, BSAD, and ECON. Prerequisite: Department approval.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

0 Lecture Hours

3 Other Hours

Major Restrictions:

Restricted to majors of ACCT, BAMA, BSAD, ECON

MKT 5394. Current Issues in Marketing.

Current Issues in Marketing (3-0) A course organized to investigate special topics and current issues in marketing. May be repeated for credit when content varies. Restricted to majors: ACCT, BSAD, and ECON. Prerequisite: MKT 5311 or department approval.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

Prerequisite(s): (MKT 5311 w/C or better)

MKT 6309. Structural Equation Modeling.

Structural Equation Modeling: SEM is a statistical technique that is useful in situations there is a complicated set of relationship among variables as specified by theory. It is an increasingly employed technique, and this course is an introduction to its basic concepts, methods and computing tools. It is designed to provide students with the necessary tools to construct, analyze, modify, estimate, evaluate and explain SEM, and reports the results in a manner acceptable in professional journals. The course covers topics such as path analysis, confirmatory factor analysis, latent variable structural models, etc.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6313. Seminar in Intl Marketing.

Seminar in International Marketing: This course focuses on the types of marketing decisions facing the international marketing manager in the multinational firm. It examines international marketing in terms of exporting and importing as well as other modes of entry. Considerable emphasis is placed upon differences among markets because of geography, politics, economics, culture, commercial policy, legal matters, and trade practices. Areas of investigation include global management of the marketing mix and border/regional issues.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6329. Seminar in Marketing Theory.

Seminar in Marketing Theory (3-0) The purpose of this doctoral seminar is to introduce beginning marketing Ph.D. students to academic scholarship, in general, and the underlying research philosophies providing the foundations for marketing research. The course encompasses the development of marketing thought in the evolution of marketing. Special emphasis on philosophy of science issues as they relate to the evolution of marketing theory and thought. Critical examination of historical concepts and theories in marketing with an emphasis on marketing thought pertaining to the literature streams of consumer behavior, marketing strategy, and marketing models. Prerequisite: Department approval.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6354. Marketing Topics in Intl Bus.

Marketing Topics in International Business: Selected Marketing Topics in International Business may be taken up to three times with approval of the doctoral program director. Content of the course will vary with instructor. Course topics might include theories of emerging markets and international business, international entry mode choice, seminar in importing/exporting, international product strategy, regional trade agreements and MNC behavior, etc.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6355. Research in Consumer Behavior.

Research in Consumer Behavior: This seminar aims to examine recent publications related to consumer research. Students will gain exposure to the latest trends in consumer research as well as an understanding of the theories and methods employed. Course Objectives: acquire the necessary skills and knowledge to understand consumer research theories; develop an understanding of the domain of consumer research; and develop an understanding of the methods employed in consumer research.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6356. Sales and Services Mgmt Res.

Sales and Services Management Research: This course is designed to provide students with an understanding of current, milestone, and seminal research on customer contact personnel sales and services. The primary objective of this course is have an understanding of the emergence, development, and current research on sales and services marketing in the US and world.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6362. Sem in Cross-Cult Mark.

Seminar in Cross-Cultural Marketing This seminar focuses on the use and application of major psychological, sociological, management, and international business theories in the study of consumer marketing. Emphasis is placed on recent findings and research dealing with conceptual and methodological issues in the context of consumer behavior issues across cultures. Prerequisite: Department approval.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6363. International Business Theory.

International Business Theory: The purpose of this course is to introduce PhD students to academic scholarship, in general, and the underlying research philosophies providing the foundations for international business theory. This course also provides an examination of the foundations of theory building in international business. It also examines theories in international business with an emphasis on international business thought pertaining to the literature streams of international management, economics, finance, accounting, marketing, and operations and supply chain management.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6364. Topics in Int Marketing.

Topics in International Marketing This seminar deals with contemporary marketing topics of interest to faculty and students. Content will be announced in advance of schedule offerings. The course may include issues related to marketing research on significant issues such as marketing strategy, business-to-business, and other marketing areas in cross-cultural settings. Prerequisite: Department approval.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6365. Int'l Marketing Strategy.

International Marketing Strategy This course is designed to give students a comprehensive review and appraisal of the relevant literature in international and domestic marketing, management, and strategic management literature. The course places particular emphasis on the study of broad-based strategies that organizations use as they expand internationally. Possible topics of interest include: market orientation, international product cycle, modes of entry, competitive product strategies, positioning, and strategies related to other elements of the marketing mix.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6371. Business Analytics I.

Business Analytics I: This Ph.D. level course is a survey of data mining and machine learning methods for Business analytics. The course will provide an introduction to programming and visualization as applied in the Business field. It will incorporate optimization-based methods for both supervised and unsupervised learning.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6372. Business Analytics II.

Business Analytics II: This course will cover data mining, text mining, and web mining for businesses as well as business case studies. In data mining for businesses, the topics will include various computational paradigms. In text mining for business the topics will include: information retrieval, text segmentation, information extraction, sentiment analysis, authorship analysis, and information visualization. In web mining for business, the topics will include: search engines , social media systems, web services and APIs, deep web spidering, cloud computing, mobile web, and big data analytics for business.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

3 Lecture Hours

0 Other Hours

MKT 6389. Marketing Independent Study.

Marketing Independent Study Independent study in Marketing may be taken up up to three times with approval of the doctoral program director. Content of the course will vary with the professor directing the independent study. Prerequisite: Department approval.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

0 Lecture Hours

3 Other Hours

MKT 6398. Marketing Dissertation I.

Marketing Dissertation I Dept. Administrative: This course represents the development of original research the frontier of knowledge to demonstrate excellence in the field. After successfully defending the dissertation proposal, students must register for 6398 when work on the dissertation is begun. Thereafter, students must register for 6399 during the semesters in which work on the dissertation is being accomplished.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

0 Lecture Hours

3 Other Hours

Major Restrictions:

Restricted to majors of BADP

Classification Restrictions:

Restricted to class of DR,GR

MKT 6399. Marketing Dissertation II.

Marketing Dissertation II: This course represents the development of original research at the frontier of knowledge to demonstrate excellence in the field. After successfully defending the dissertation proposal, students must register for 6398 when work on the dissertation is begun. Thereafter, students must register for 6399 during the semesters in which work on the dissertation is being accomplished.

Department: Marketing

3 Credit Hours

3 Total Contact Hours

0 Lab Hours

0 Lecture Hours

3 Other Hours

Major Restrictions:

Restricted to majors of BADP

Classification Restrictions:

Restricted to class of DR,GR