MARKETING (MKTG)

MKTG 505 MARKETING ESSENTIALS (1.5)
Covers concepts, processes, and institutions necessary for effective marketing of goods and services, including analyses of market opportunities, buyer behavior, product planning, pricing, promotion and distribution. Prerequisite: Graduate standing.

MKTG 605 MARKETING INTELLIGENCE STRATEGY (3)
Focuses on marketing intelligence strategies – a data driven strategic analysis of the market used to inform the firm’s digital strategies. Also explores the role of marketing in creating value for the firm and its stakeholders in the context of a dynamic external environment. Prerequisite: acceptance in the MKGI-MS or IMKG-PBC or approval from program director.

MKTG 607 MARKETING RESEARCH METHODS (3)
Explores experimental design and statistics in the context of marketing research with an emphasis on application over theory. Coverage of experimental design includes understanding appropriate data collection methods, such as experiments and surveys. Basic measurement, SPSS, and hypothesis testing are examined and analysis tools such as t-test, ANOVA, and regression are explored. Prerequisite: program admission or approval of program director.

MKTG 610 DATABASE QUERYING AND VISUALIZATION (3)
Designed to introduce students to the applications of database querying and data visualization in the context of marketing. Students are exposed to the basics of SQL Queries and data visualization techniques and will learn how and when the methods and techniques can benefit marketers in finding new insights about consumer’s opinions and needs, and making insightful decisions. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

MKTG 625 CUSTOMERS AND MARKETS (1.5)
Focuses on choosing customers and markets through data analysis, building customer loyalty and communicating to current and potential customers in B2C, B2B, and nonprofit organizations. Prerequisite: MKTG 605.

MKTG 710 INTERACTIVE MARKETING (3)
Explores the emerging business models, rules, tactics and strategies associated with interactive marketing, including search engine optimization, search ads, email marketing, social media, and mobile marketing. Prerequisite: program admission.

MKTG 720 CONSUMER SENTIMENT ANALYSIS (3)
Designed to introduce students to the applications of text analysis, in particular, consumer sentiment analysis in marketing. Students are exposed to the basics of a variety of methods and techniques in the domain of text analysis and will learn how and when each of the methods and techniques can benefit marketers in finding new insights about consumer’s opinions and needs. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

MKTG 750 MARKET SEGMENTATION RESEARCH (3)
Designed to introduce students to the applications of segment analysis using several statistical techniques. Students are exposed to the basics of a variety of methods and techniques in the domain of segmentation and will learn how and when each of the methods and techniques can benefit marketers in finding new insights about groups of consumers and what and how to target these groups. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

MKTG 770 MARKETING ANALYTICS AND METRICS (3)
Explores the data and tools used to analyze the business environment and enable marketing decision making, including decisions related to segmentation, customer lifetime value, and return on marketing investment. Prerequisite: program admission.

MKTG 780 ADVANCED MARKETING ANALYTICS (3)
Focuses on learning how to use various analytics tools: multivariate linear regression, logistic regression, principal component analysis, multidimensional scaling, clustering and classification, market basket analysis, choice modeling, conjoint analysis. Students will be expected to use state-of-the-art programming language to analyze real-world large data sets and make strategic recommendations for managerial actions. Prerequisites: program admission and MKTG 607 or equivalent, or consent of instructor.

MKTG 781 INTERACTIVE MARKETING PROJECT (3)
An independent applied project in a content area related to interactive marketing designed to support and enhance the student’s ability to apply graduate experience and achieve tangible outcomes. Students work under the supervision of faculty advisers to plan, implement, and evaluate a project for a client as part of a practical, real-world problem-solving experience. Prerequisites: MKTG 710, program admission or approval or program director.

MKTG 791 INTERACTIVE MARKETING INTERNSHIP (3)
Supervised experience in a field setting which facilitates the application of interactive marketing theory and tools. Prerequisites: MKTG 710, program admission or approval of program director.

MKTG 796 MARKETING PRACTICUM (3)
Student teams apply concepts from other courses and their own experience to solve marketing problems. They are provided the opportunity to work on a real-life project with an organization or one of its product/service divisions. Students work together in consulting teams composed of teammates with varying interests, backgrounds and academic specializations. Projects may deal with a variety of marketing strategies, including customer and competitive analysis, feasibility studies, product and service development, promotion, pricing and distribution, analyses and a variety of other specific organization or company needs. Prerequisites: Graduate Standing, MKTG 504 or area approval.

MKTG 797 SPECIAL TOPICS IN MARKETING MANAGEMENT (3)
Specialized topics in marketing, allowing flexibility for both the changing developments in applied business practice and the educational needs of students. Exact topical coverage and prerequisites are listed in the schedule of classes. Prerequisites: Graduate Standing, MKTG 504 or area approval.

MKTG 799 INDEPENDENT STUDY (1-3)
Directed independent study in selected areas of marketing. This course may be repeated. Prerequisites: MKTG 640 and approvals of marketing faculty member and chair of Marketing and E-business Department.
MKTG 881 MARKETING INTELLIGENCE PROJECT (3)
An independent, applied project in a content area related to marketing intelligence designed to support and enhance the student's ability to apply graduate experience and achieve tangible outcomes. Students work under the supervision of faculty advisers to plan, implement, and evaluate a project for a client as part of a practical, real-world problem-solving experience. Prerequisites: MKTG 770 and consent of department.

MKTG 885 PROJECT CONTINUUM (1)
Continuation of project work from MKTG 881. Prerequisite: Previous registration in MKTG 881.

MKTG 891 MARKETING INTELLIGENCE INTERNSHIP (3)
Supervised experience in a field setting which facilitates the application of theory and tools in marketing intelligence. Prerequisites: MKTG 770, program admission or approval of program director.