

MKTG-MARKETING

MKTG 1210. Advertising

3 Credits (3)

A survey of currently available advertising media. A psychological approach to consumer persuasion; applied techniques in media selection, layout mechanics, production methods, and campaign structures.

Prerequisite: MKTG 2110.

Learning Outcomes

1. Define advertising and the relevant application of psychology in delivering the message.
2. Explain the importance of various advertising media in the marketing mix.
3. Identify and explain the social, ethical and legal issues advertisers must consider.
4. Describe the significance of the marketing function in business.
5. Explain the importance of advertising and other marketing communication tools.
6. Demonstrate application of the planning process as it applies to marketing and advertising.
7. Describe the factors that are weighted when considering the use of radio and television in the creative advertising mix.
8. Describe the relationship between market segment, consumer behavior and selection of advertising campaign types.
9. List the alternative means of reaching a target market and the technical challenges of each.

MKTG 1220. Small Business Marketing

3 Credits (3)

An overview of public relations principles, practices and purposes as applied to small business. Topics include basics of news release writing, media awareness, development and maintenance of a positive public image, branding, ethical marketing, and the relationships of public relations with advertising and marketing. Methods and practices used in small business are explored.

Prerequisite/Corequisite: MKTG 2110.

Learning Outcomes

1. Explain the importance of creating and sustaining a positive public awareness and image.
2. Identify public relations practices as they relate to the management and marketing processes.
3. Define branding and discuss its importance for small business.
4. Describe the value of business event management and promotion for small business.
5. Discuss how media relations, public relations, advertising and marketing efforts are interrelated and the importance of each.

MKTG 180. Level 1, PGA's PGM Education Program (Part 1)

3 Credits (3)

Level 1 Part 1 of the PGA PGM Education Program. Introduction to the Policies and Procedures of the PGA Golf Mgt. Program and the PGA of America. Students will complete the PGA Qualifying Level, Facility Management 1A (Tournament Ops A, Rules of Golf B, and Career Enhancement B), and the corresponding Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

MKTG 181. Level 1, PGA's PGM Education Program (Part 2)

3 Credits (3)

Level 1 Part 2 of the PGA PGM Education Program. This class will focus on Teaching and Coaching 1, the corresponding PGA Work Experience Activities, and PGA Teaching Seminars. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

Learning Outcomes

1. Know how students learn and process golf knowledge and skills, and identify the implications for teaching
2. Know how to define and distinguish between learning and performance
3. Understand how juniors learn golf knowledge and skills, and identify implications for teaching
4. Conduct a physical evaluation of a junior golfer and create developmentally appropriate exercise and training programs
5. Establish student/teacher relationships that promote greater student learning and enjoyment
6. Develop a communication style that fits the student and increases instructional effectiveness
7. Analyze student's instructional needs and set clear, purposeful learning and practice goals
8. Know the format for an effective golf lesson
9. Deliver effective explanations and demonstrations during a golf lesson 1
10. Engage in self-assessment of teaching skills and competencies 1
11. Recognize the appropriate clubhead path and clubface position information to improve a golfer's performance 1
12. Conduct appropriate assessments to determine the short game skill level of the golfer 1
13. Gain understanding of the short game elements to help lower scores and improve the player 1
14. Define club performance terms and specifications, including lie angle and clubface angle or position, and describe their effect on ball flight and player performance: Define what information is require to properly assess a player's golf equipment 1
15. Define club performance terms and specifications, including lie angle and clubface angle or position, and describe their effect on ball flight and player performance: Observe a player's swinging motion, ball flight, and equipment to evaluate the effectiveness of their equipment

MKTG 2110. Principles of Marketing

3 Credits (3)

Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include: the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers. May be repeated up to 6 credits.

Prerequisite: BUSA 1110.

Learning Outcomes

1. Describe the professional, ethical, and social responsibilities of marketers.
2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications.
3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.
4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.
5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.

6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.
7. Explain the importance of market research and information systems in supporting marketing decision making.
8. Describe the dynamic environment(s) in which marketing decisions must be made.

MKTG 2220. Digital Marketing

3 Credits (3)

This course focuses on planning to create and market a website. Internal marketing topics such as registering with search engines, increasing traffic, segmenting and targeting markets, establishing an online presence, developing a marketing plan and reshaping business for the Web market are covered.

Prerequisite: MKTG 2110.

Learning Outcomes

1. Describe how search engines work. (Use knowledge to make recommendations to a website on how it can improve its organic search rankings - perform search engine optimization).
2. Describe the various methods of online display advertising.
3. Determine the appropriate key performance indicators (KPIs) for any type of website.
4. Describe and implement best practices in marketing to a database of current and potential customers via email.
5. Utilize knowledge of social media tactics to design an effective social media campaign.
6. Implement online reputation management tactics to improve the online reputation of a brand.
7. Develop and present a digital marketing plan for a small, local business.

MKTG 280. Level 1, PGA's PGM Education Program (Part 3)

3 Credits (3)

Level 1 Part 3 of the PGA PGM Education Program. This class will focus on Facility Management 1B (Business Planning A, Customer Relations A, Golf Car A, Merchandising A, Turfgrass A), Level 1 Checkpoint Exams, and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

MKTG 281. Level 2, PGA's PGM Education Program (Part 1)

3 Credits (3)

Level 2 Part 1 of the PGA PGM Education Program. This class will focus on Teaching and Coaching 2, Teaching and Coaching Seminars, and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

Learning Outcomes

1. Explain how students learn golf knowledge and skills, and identify the implications for teaching
2. Explain how students process information when learning golf skills
3. Identify and explain the principles of effective practice
4. Explain how juniors learn golf knowledge and skills, and identify the implications for teaching
5. Structure an effective golf lesson
6. Analyze student's instructional needs and set clear, purposeful learning and practice goals
7. Deliver effective explanations and demonstrations during a golf lesson
8. Engage in self-assessment of teaching skills and competencies

9. Recognize and apply the appropriate clubhead path and clubface position information to improve a golfer's performance 1
10. Conduct appropriate assessments to determine the skill level of the golfer 1
11. Demonstrate basic knowledge of anatomy and physiology, and conduct a physical observation to identify movement capabilities and limitations that may affect a golfer's performance 1
12. Define club performance terms and specifications, and describe their effect on ball flight and player performance

MKTG 303. Principles of Marketing

3 Credits (3)

Process, functions, and principles in the current marketing system.

Learning Outcomes

1. Understand primary and changing perspectives on marketing and strategic management.
2. Understand the fundamental principles and theories of marketing.
3. Develop the capacity to obtain and process relevant information and analytical skills.
4. Evaluate the impact of interactive media on marketing management.
5. Apply relevant marketing concepts and analytical tools, identify viable alternatives, make informed choices, and recommend marketing implementation plans.
6. Develop skills in organizing more effective strategic marketing and in implementing the market planning process.
7. Develop, evaluate, and implement marketing management strategies in complex environments through recent, popular case study analyses.
8. Formulate marketing management strategies on critical issues, problems, and business opportunities.
9. Broaden perspectives of ethics and social responsibility, keep abreast of global developments, and adapt to changing environments.

MKTG 305. Marketing and Food Agricultural Products

3 Credits (3)

This course provides a review of marketing principles and techniques used throughout the food and fiber supply chain. The course introduces a broad variety of marketing topics including marketing strategy, consumer behavior, market segmentation, market research, competitive analysis, and the marketing mix. The course serves as a foundation for advanced courses in agricultural marketing. May be repeated up to 3 credits.

Prerequisite: ECON 1110G or ECON 2120G.

Learning Outcomes

1. Articulate how agricultural commodities move through the food and fiber supply chain.
2. Understand the importance of strategic marketing and how organizations within the food and fiber supply chain identify consumers and their preferences
3. Understand key marketing concepts used by agribusiness marketers, including SWOT analysis, the marketing mix, advertising and public relations
4. Know the basic outline and components of a marketing plan

MKTG 310. Marketing Research

3 Credits (3)

Design, collection analysis, and presentation of research data.

Prerequisite: MATH 1350G or A ST 311 and C- or better in MKTG 303, or consent of instructor.

Learning Outcomes

1. Translate a marketing problem into a feasible research question.
2. Recognize marketing research as a process that involves a sequence of activities, each compatible with the preceding activities.
3. Compare and contrast alternative research designs.
4. Identify the sources of marketing information and the various means for gathering such information.
5. Recognize the biases and limitations of marketing data and basic data analysis.
6. Interpret univariate and basic bivariate data analysis techniques (i.e., should be able to decide when a technique is appropriate and recognize the managerial implications of analytical results).
7. Design and execute a basic survey research project.
8. Assess ethical issues associated with various research approaches.

MKTG 311V. Consumer Behavior**3 Credits (3)**

The different aspects of consumer behavior and the variables affecting consumer decisions. Analysis of current concepts and models.

Learning Outcomes

1. Know the consumer behavior concepts by integrating and adapting theories developed in disciplines such as psychology, sociology, anthropology, and economics.
2. Use specific tools to tackle and analyze customer issues.
3. Develop the ability to apply consumer behavior concepts from the perspective of marketing managers and public policy makers.
4. Increase the awareness of and enhance the ability to make ethical decisions in consumer-related issues.

MKTG 312. Personal Selling**3 Credits (3)**

Implementation of the promotion process through interpersonal communications between salesperson and prospects. Serving customers by sales representatives.

Learning Outcomes

1. Demonstrate how personal selling can strategically enhance interpersonal communication skills, career management, personal productivity.
2. Identify key issues and trends such as opportunities or threats, for evolving emerging sales approaches platforms.

MKTG 313. Retail Management**3 Credits (3)**

Investigates retail business operations and focuses on the strategic profit model, store location, layout, display, merchandising, operations, and personnel.

Learning Outcomes

1. Analyze the role of retailing in society and basic retailing principles, ideas, and concepts as they relate to an understanding of our market-driven system
2. Compare and contrast segmentation and target market selection relative to a specific population product/service for different markets and retailing opportunities
3. Apply the concepts of the marketing mix to the formulation and evaluation of retailing strategies relative to particular target markets, environments (economic, technological and competitive), and desired positions in market places (both local and global)
4. Areas to be addressed include communication strategy, branding, packaging, pricing, product/service design, methods of delivery and the product life cycle

5. Relate the concepts of marketing and retailing research, consumer behavior and strategy and their interrelationships
6. Compare and contrast analysis techniques and judgment that are useful to managers in acting with integrity to make decisions and taking action

MKTG 314. Advertising Strategy**3 Credits (3)**

Utilization of advertising as a business administration function; communication with consumers as a means of attaining marketing goals.

Learning Outcomes

1. Analyze advertising from a consumer perspective
2. Compare advertising strategy theories and concepts
3. Evaluate advertising critically and creatively

MKTG 317. International Marketing**3 Credits (3)**

Focuses on decisions relating to entering markets, market segmentation, marketing strategies, and tactics in the international arena. Same as IB 317.

Learning Outcomes

1. Develop understanding about what is involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing mix.
2. Acquire an overview on the contemporary issues in global marketing and the unique challenges faced by marketing managers in the dynamic global environment.
3. Develop insights into how differences in global economic, cultural, social, political, and legal environments can affect marketing decisions.
4. Develop strategic thinking in the context of complex problems and challenges faced by the contemporary global executives and managers.
5. Develop ability to integrate the important global societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking.
6. Develop knowledge and skills to analyze cross-cultural variables and their impact on international marketing.
7. Discover sources of information for researching and evaluating international markets.
8. Communicate effectively about marketing issues in group discussions, oral presentations and written reports.
9. Work effectively as a team member in analyzing marketing issues.
10. Develop leadership skills necessary to deal with the uncertainty and changes faced by today's global marketers.

MKTG 324. Product/Service Development**3 Credits (3)**

Covers product innovation, development, commercialization and resource recovery, price determination and administration strategies, and complementing planning processes.

Learning Outcomes

1. Understand the product/service development process.
2. Identify market opportunities for new products.
3. Use structured methods to evaluate and test product concepts.
4. Apply tools learned in class to develop new products/services.
5. Plan the launch of a product and evaluate its impact on the market.
6. Efficiently work with and communicate ideas to team members.

MKTG 354. Sports Marketing**3 Credits (3)**

The application of marketing concepts to the sports industry. Topics include fans/customers, products, and promotions across a range of sports.

Learning Outcomes

1. Discuss the domain of sports marketing
2. Apply basic marketing tools (e.g., research, segmentation) to sports marketing contexts
3. Recognize, evaluate, and accommodate the perspectives of participants and spectators as sports consumers
4. Identify appropriate marketing mix options for sports products
5. Appraise recent sports marketing trends
6. Plan a career in sports marketing

MKTG 357. Internet and Social Media Marketing**3 Credits (3)**

Focuses on the consumer psychology and marketing strategies at work in advertising and selling brands via the Internet and social media networks.

Learning Outcomes

1. Apply the concepts of the marketing mix to the formulation/evaluation of marketing strategies relative to Social Media policies that combine business objectives with appropriate use of Social Media channels and content.
2. Compare and contrast the history of Social Media and recognize the various platforms of Social Media.
3. Select/defend segmentation and target market selection relative to a specific population product/service that engages target audiences with a marketing message.
4. Analyze business objectives and connect to appropriate Social Media tactics.
5. Evaluate Social Media marketing content to shape the way we connect to and build relationships with users, consumers and businesses.
6. Relate the concepts of marketing research to establish metrics for measuring Social Media marketing success.

MKTG 380. Level 2, PGA's PGM Education Program (Part 2)**3 Credits (3)**

Level 2 Part 2 of the PGA PGM Education Program. This class will focus on Facility Management 2 and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGA Golf Management majors.

Learning Outcomes

1. Define the business at the facility level in terms of vision, core values, facility characteristics and mission.
2. Utilize the four Interaction Strategies in a variety of routine and challenging customer situations.
3. Identify core business areas that support a customer-focused environment
4. Know the characteristics of a merchandising operation that align with a facility's business plan
5. Understand how to define, assess, and develop tournament business at a facility.

MKTG 381. Level 3, PGA's PGM Education Program (Part 1)**3 Credits (3)**

Level 3 Part 1 of the PGA's PGM Education Program. This class will focus on Teaching and Coaching 3, Teaching and Coaching Seminars, and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGA Golf Management

Learning Outcomes

1. Explain how various types of feedback function to influence learning
2. Define the major variables that influence learning and explain how they operate with implications for practice, learning, and teaching
3. Provide effective instructional feedback after students' practice and performance
4. Explain how the form, precision, timing, frequency, and regulation of augmented feedback influence learning with implications for teaching and practice conditions
5. Explain how the key practice factors influence learning with implication for designing practice conditions
6. Establish relationships that promote greater student learning and enjoyment
7. Plan long-term developmental programs for beginning and intermediate players
8. Communicate effectively with students
9. Develop a communication style that increases instructional effectiveness 1
10. Effectively determine and design an appropriate practice routine to the benefit of the golfer 1
11. Effectively determine and assign the appropriate drill or drill with an aid to improve the swing shape of the golfer 1
12. Use relevant technology to promote student learning 1
13. Effectively demonstrate and apply the appropriate specialty shot information to the benefit of the golfer 1
14. Demonstrate basic knowledge of current swing methodologies of noted instructors 1
15. Physical development of junior golfers 1
16. Assess the physical capabilities of adult golfer, describe implications for performance, and provide potential physical adjustments 1
17. Describe how to use bench skills, tools, and technologies for measuring and altering club performance 1
18. Perform analyses and make appropriate alterations to change ball flight, players performance, and teacher effectiveness

MKTG 400. Marketing Internship/Field Experience**3 Credits (3)**

Internship of field experience in application of marketing principles. The student must accept an internship before being allowed to enroll in the course. Consent of instructor required. Restricted to MKTG majors.

MKTG 440. Sales, Negotiations, and Customer Relationship Management
3 Credits (3)

This course focuses on addressing the issues, processes and strategies related to professional selling and sales management. This is a comprehensive course in the art of selling, focusing on relationship building, negotiating, and sales management. Various techniques will be explored, including prospecting, lead management, product introduction, negotiation, closing strategies, and relationship management.

Learning Outcomes

1. Understand concepts and frameworks that help you analyze each negotiation situation.
2. Develop a strategic plan and preparation documents in advance of each negotiation.

3. Master a toolkit of useful negotiation skills, strategies and tactics.
4. Improve your ability to predict and understand the other party's behavior during negotiations
5. Gain valuable experience and confidence in your own negotiating skills.
6. Improve future outcomes whenever you enter into a negotiation or are engaged in a dispute.

MKTG 449. Promotion Management

3 Credits (3)

Covers concepts and problems in the use of advertising, internet marketing, social media marketing, personal selling, publicity, and other forms of promotion; planning, coordination, control, and evaluation of effectiveness.

Learning Outcomes

1. Analyze the role of advertising and promotion in society and basic marketing principles, ideas, and concepts as they relate to an understanding of our market-driven system
2. Compare and contrast segmentation and target market selection relative to a specific population product/service for different markets and promotional opportunities
3. Apply the concepts of the marketing mix to the formulation and evaluation of promotional strategies relative to particular target markets, environments (economic, technological and competitive), and desired positions in market places (both local and global)
4. Areas to be addressed include communication strategy, branding, pricing, product/service design, and e-commerce
5. Relate the concepts of marketing and advertising research, consumer behavior and strategy and their interrelationships
6. Compare and contrast analysis techniques and judgment that are useful to managers in acting with integrity to make decisions and taking action in the promotional environment

MKTG 451. Food and Agribusiness Market Assessment

3 Credits (3)

This course is an application course in which self-managed teams develop and present marketing plans for agribusiness firms. Emphasis on integrating the marketing mix, particularly promotional elements. May be repeated up to 3 credits. Crosslisted with: AEEC 4510.

Prerequisite(s): AEEC 3210 or MKTG 305 or consent of instructor.

Learning Outcomes

1. Identify, organize and conduct market research specific to the project.
2. Develop an understanding of primary and secondary research collection and analysis.
3. Exhibit enhanced relationship management, communication skills, and team building.
4. Develop written communication with final deliverable for implementation into the business world.

MKTG 453. Sales Management

3 Credits (3)

The nature of the sales management function in industry. Focuses on intra and interdepartmental sales management activities.

Prerequisite: MKTG 312.

Learning Outcomes

1. Examined the linkage between personal selling, as a basket of activities, and the management of those marketing personnel who do selling (i.e., salespeople).
2. Examined the role of the sales force in the achievement of a firm's marketing objectives.

3. Undertaken numerous case-based analyses of typical sales management issues, including the hiring, firing, training, motivation, compensation, deployment, and evaluation of the firm's sales personnel.
4. Developed decision-making skills and analytic capabilities in the development and management of both sales programs and salespeople.

MKTG 461. Entrepreneurial Decision Making

3 Credits (3)

Explore the fundamentals of lean startup methodologies and customer discovery in this hands-on course. Students will learn to develop and test business ideas using the Lean Canvas, conduct effective customer interviews, and apply continuous feedback to iterate on their concepts. By the end of the course, students will be equipped to make strategic decisions and validate their business models with real-world insights.

Crosslisted with: MGMT 461.

Prerequisite: Students in final year or consent of instructor.

Learning Outcomes

1. Explore the fundamentals of lean startup methodologies.
2. Develop skills to conduct effective customer interviews and apply continuous feedback in concept development.
3. Possess competency to make strategic decisions and validate business models with real-world insight.
4. Learn to develop and test business ideas through customer discovery.

MKTG 462. Advanced Sales

3 Credits (3)

Advanced instruction and skill development in interpersonal communication skills to broaden understanding of the professional sales role (especially in team selling situation), career management, personal productivity, negotiation, and coordination with other functional areas.

Prerequisite: MKTG 312.

Learning Outcomes

1. Students will learn "how" to sell (i.e., the behaviors and planning associated with selling today).
2. Analyze the concept of what/how is perhaps equally important but not nearly as obvious, how and why buyers "buy".
3. The course focus will be particularly on so-called "business-to-business" (B2B) sales jobs, as that is where many of the most interesting – and lucrative – sales positions reside.

MKTG 480. Level 3, PGA's PGM Education Program (Part 2)

3 Credits (3)

Level 3 Part 2 of the PGA's PGM Education Program. This class will focus on Facility Management 3, the Business Simulation Seminars, and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGA Golf Management Majors

Learning Outcomes

1. Assess the current state of the business by conducting a SWOT Analysis
2. Describe the golf industry job market and the knowledge and skills required to succeed
3. Identify areas where food services and golf operations should coordinate efforts
4. Determine golf car needs in order to acquire a fleet that supports the facility's mission, customers, and physical characteristics

- Describe the organizational structure, key departments, reporting relationships, and job descriptions of a facility
- Utilize industry-proven pricing strategies to meet business objectives
- Describe the Performance System for supervising and delegating
- Describe practices that improve the golf course and protect the environment

MKTG 481. PGA Golf Management Final Experience

1 Credit (1)

The following are requirements for successful completion of this senior level PGA Golf Management capstone course: 16 months of internship, completion of the Qualifying Level, Level 1, Level 2, and Level 3 of the PGA's PGM Education Program and successful completion of the PGA's Playing Ability Test. Consent of Instructor required. Restricted to: MKTG/PGA Golf Management majors.

Learning Outcomes

- Describe the golf industry job market and the knowledge and skills required to succeed
- Access PGA employment resources and participate in professional growth and development

MKTG 489. Strategy and Policy

3 Credits (3)

Techniques and analysis of marketing strategy and policy planning and formulation. Restricted registration to senior standing or by consent of instructor.

Prerequisite: C- or better in MKTG 310.

Learning Outcomes

- Relate marketing strategy to the environmental constraints and opportunities with which managers must deal.
- Compare marketing strategy theories and concepts.
- Evaluate appropriate strategic marketing decisions in various situations.

MKTG 490. Selected Topics

1-18 Credits (1-18)

Covers materials and subjects not offered in regular Marketing courses. Students can take 18 credit hours of MKTG 490 if each class is a different subtitle. A maximum of 18 credit hours can be earned through MKTG 490.

MKTG 498. Independent Study

1-3 Credits

Individual studies directed by consenting faculty with the prior approval of the department head. A maximum of 3 credits may be earned.

Prerequisites: junior or above standing and consent of instructor.

MKTG 503. Marketing Management

3 Credits (3)

Analysis of marketing problems and the integration of organizational resources as well as behavioral and quantitative techniques into the development and implementation of solutions.

Learning Outcomes

- Identify the fundamental principles and theories of marketing
- Outline primary and changing perspectives on marketing and strategic management
- Apply relevant marketing concepts and analytical tools
- Develop capacity to obtain and process relevant information with enhanced analytical skills
- Identify viable alternative to make informed choices and recommend marketing implementation plans
- Evaluate the impact of interactive media on marketing management

- Develop skills in organizing more effective strategic marketing and implementing the market planning process
- Practice implementing marketing management strategies in complex environments through case study analyses
- Formulate marketing management strategies on critical issues, problems, and business opportunities 1
- Synthesize perspectives of ethics and social responsibility in adapting to changing environments

MKTG 591. Seminar in Entrepreneurship

3 Credits (3)

For students interested in owning and operating their own business; students desiring hands-on, real-time experience in helping start up a business. Same as MKTG 461 with differentiated assignments for graduate students. Crosslisted with: MGMT 591.

Prerequisite(s): Graduate standing.

MKTG 601. Marketing Management

3 Credits (3)

Covers the conceptual foundations of contemporary marketing management research, concepts, and literature. Fundamental to the understanding of contemporary marketing and the breadth of the field of marketing study.

Learning Outcomes

- Identify the contemporary principles and theories of marketing strategy research
- Outline primary guidelines and trendy directions of marketing strategic research
- Improve theoretical foundation for research development in marketing strategy
- Develop capacity of analytical and quantitative skills required for empirics
- Apply relevant marketing theories, concepts and analytical methodology in research development
- Formulate research ideas pertinent to marketing strategies on critical issues, problems, and phenomena
- Practice complex research design, theoretical development and empirical operationalization
- Synthesize perspectives of ethics and social responsibility in scholarly research

MKTG 620. Contemporary Marketing Readings

3 Credits (3)

Theoretical and methodological issues involved in translating a theory into a research study. Prepares Ph.D. students to undertake dissertation research. Consent of instructor required. May be repeated up to 3 credits.

Learning Outcomes

- Students will be able to apply theory that they have learned to the process of doing research.

MKTG 625. Consumer Behavior

3 Credits (3)

Extensive reading of seminal and contemporary articles on consumer behavior and developing original research to explore cross-disciplinary issues relevant to the study of marketing. May be repeated up to 3 credits.

Learning Outcomes

- Students will be able to develop theories and frameworks.
- Students will be able to discuss the latest research topics related to consumer behavior.

3. Students will be able to generate research ideas (interesting questions about consumer behavior and research hypotheses).
4. Students will be able to design experiments to test their research ideas and hypotheses.

MKTG 640. Measurement and Structural Equation Modeling

3 Credits (3)

Explores theories of measurement that underlie all quantitative analysis, including the use of structural equation models. Contrasts classical test theory with item response theory and generalizability theory. Covers PRELIS and LISREL, and critiquing structural equation models by other researchers. May be repeated up to 3 credits.

Prerequisite(s): A ST 505.

MKTG 670. Marketing Theory

3 Credits (3)

The evolution, development, construction, and evaluation of the major theoretical perspectives of marketing. Fundamental to the understanding of contemporary marketing and preparation for investigations into the nature and role of theory in marketing. May be repeated up to 3 credits.

Learning Outcomes

1. Students will be able to identify the contemporary principles and theories of marketing strategy research.
2. Students will be able to outline primary guidelines and trendy directions of marketing strategic research.
3. Students will be able to improve theoretical foundation for research development in marketing strategy.
4. Students will be able to develop capacity of analytical and quantitative skills required for empirics.
5. Students will be able to apply relevant marketing theories, concepts and analytical methodology in research development.
6. Students will be able to formulate research ideas pertinent to marketing strategies on critical issues, problems, and phenomena.
7. Students will be able to implement complex research design, theoretical development, and empirical operationalization.
8. Students will be able to synthesize perspectives of ethics and social responsibility in scholarly research.

MKTG 690. Special Topics in Marketing

3 Credits (3)

A seminar on special topics in marketing. The topic of the course will vary according to the needs of the students in the program and the instructor.

Ph.D. students may repeat this course up to three times for a maximum total of 9 credits.

MKTG 698. Selected Topics

1-9 Credits (1-9)

Materials and subjects not offered in regular marketing courses. May be repeated for a maximum of 18 credits under different subtitles.

MKTG 700. Doctoral Dissertation

1-15 Credits (1-15)

May be repeated up to 88 credits.

Prerequisite: advancement to candidacy.