

MARKETING (MKTG)

MKTG 5410 Marketing Systems

[3 credit hours]

Examines the areas of marketing management, marketing functions and institutions, and the role of marketing in the organization. The course explores the relationship between marketing and the environment.

Term Offered: Spring, Summer, Fall

MKTG 6140 Relationship Marketing

[3 credit hours]

This course focuses on a relational approach to developing and maintaining long-term relationships with both in individual and B2B customer contexts. It explores the roles of customer experience, customer satisfaction, and customer-centricity in driving customer retention, customer loyalty, and customer lifetime value. The scope of customer relationship marketing strategies and programs, as well as the importance of internal customers such as employees in driving customer relationships, is addressed, as is the use of social media and other digital methods in relationship building.

Prerequisites: BUAD 3010 with a minimum grade of C or MKTG 5410 with a minimum grade of C

Term Offered: Spring, Summer, Fall

MKTG 6220 Strategic Customer Insight & Analysis

[3 credit hours]

Marketing success requires the ability to uncover genuine insights about customers. This course is designed to help explore customer insights from a theoretical (customer behavior) and analytical (market research) perspective. Students will learn the concepts and tools to understand customers for better value creation.

Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C

Term Offered: Spring, Summer, Fall

MKTG 6230 Digital Marketing

[3 credit hours]

This class utilizes marketing theory and analytics in online environments to learn how to create and refine marketing messages and position brands and products for optimum success in the digital era. The focus is on developing strategic understanding of digital marketing concepts and tools such that it can be applied even as the area continues to evolve.

Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C

Term Offered: Spring, Summer, Fall

MKTG 6240 Sales Force Leadership and Strategy

[3 credit hours]

The purpose of this course is to expose students to the functions, problems, and strategies encountered by managers of a sales organization. Primarily, course material will be studied from the perspectives of the leader or manager whose responsibility it is to direct, supervise, motivate, and evaluate direct reporting sales people (i.e., "the salesforce"). This will be done using a variety of learning techniques tailored to the graduate level student studying in an online or blended learning environment.

Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C

Term Offered: Spring, Summer, Fall

MKTG 6250 Global Sales and Sales Management

[3 credit hours]

This course examines the roles and functions of the business-to-business salesperson in managing customers in a global environment. In addition, students will be exposed to the functions, problems, and strategies encountered by managers of the sales organization (the sales manager). Course material will be studied from the perspective of both salesperson and sales manager.

Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C

Term Offered: Spring, Summer, Fall

MKTG 6310 Managing Innovation and Product Commercialization

[3 credit hours]

Course will provide an understanding of how new products and services are designed and commercialized, and will take a strategic and managerial perspective in defining how to best plan, lead, and develop the processes of managing innovation and new products/services.

Prerequisites: BUAD 3010 with a minimum grade of C or MKTG 5410 with a minimum grade of C

MKTG 6320 Strategic Brand Management

[3 credit hours]

Course will address the strategic importance of branding and will focus on the design and implementation of marketing Programs and activities to build, measure, and manage brand equity.

Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C

Term Offered: Spring, Summer, Fall

MKTG 6400 International Marketing

[3 credit hours]

This course focuses on various key trends to align with global market demands while preparing graduates for success in international business. Curriculum emphasizes developing skills in sustainable corporate practices and measuring outcomes, cross-cultural communication strategies, foreign market entry and growth, and logistics and supply chain management. This will be done using a variety of inquiry-based learning methodologies including case study analyses, one-on-one conversations with international business practitioners, and a cross-cultural term project utilizing analytical thinking and independent analysis.

Prerequisites: BUAD 3010 with a minimum grade of C or MKTG 5410 with a minimum grade of C

Term Offered: Spring, Fall

MKTG 6980 Special Topics

[3 credit hours]

Current issues/developments in marketing, international business, or business economics are discussed.

Term Offered: Spring, Summer, Fall

MKTG 6990 Independent Study

[1-3 credit hours]

Independent study in marketing, international business, or business economics. A proposal for the independent study must be approved by faculty member and department chair.

Term Offered: Spring, Summer, Fall

MKTG 8240 Sale Force Leadership and Strategy

[3 credit hours]

The purpose of this course is to expose students to the functions, problems, and strategies encountered by managers of a sales organization. Primarily, course material will be studied from the perspectives of the leader or manager whose responsibility it is to direct, supervise, motivate, and evaluate direct reporting sales people (i.e., “the salesforce”). This will be done using a variety of learning techniques tailored to the graduate level student studying in an online or blended learning environment.

MKTG 8250 Strategic Account Management

[3 credit hours]

The purpose of this course is to expose students to the functions, problems, and strategies encountered by managers of a sales organization. Primarily, course material will be studied from the perspectives of the leader or manager whose responsibility it is to direct, supervise, motivate, and evaluate direct reporting sales people (i.e., “the salesforce”). This will be done using a variety of learning techniques tailored to the graduate level student studying in an online or blended learning environment.

Prerequisites: MKTG 5410 with a minimum grade of D-

Term Offered: Spring

MKTG 8290 Business Marketing

[3 credit hours]

Nature, structure, and managerial problems and processes in the field of business-to-business marketing.

Prerequisites: MKTG 5410 with a minimum grade of D- or MKTG 7410 with a minimum grade of D-

MKTG 8310 Managing Innovation and Product Commercialization

[3 credit hours]

Course will provide an understanding of how new products and services are designed and commercialized, and will take a strategic and managerial perspective in defining how to best plan, lead, and develop the processes of managing innovation and new products/services.

Prerequisites: MKTG 5410 with a minimum grade of D-

Term Offered: Spring

MKTG 8320 Strategic Brand Management

[3 credit hours]

Course will address the strategic importance of branding and will focus on the design and implementation of marketing Programs and activities to build, measure, and manage brand equity.

Prerequisites: MKTG 5410 with a minimum grade of D-

Term Offered: Spring

MKTG 8400 International Marketing

[3 credit hours]

This course focuses developing an eclectic knowledge of the literature on identifying and servicing foreign market opportunities. Research skills dealing with literature synthesis, concept development, testing , data collection and academic paper writing are developed.

Prerequisites: BUAD 6500 with a minimum grade of D-

MKTG 8790 Integrated Marketing/CRM Seminar

[3 credit hours]

A seminar in selected topics in Marketing. Ph.D. students are assigned readings from the Marketing academic literature. They will complete several research papers focusing on specific topics that advance the field and that are suitable for submission to an academic journal or conference.

Term Offered: Spring, Fall