

MKT-MARKETING

MKT 2013 Introduction to Marketing and Supply Chain Management 3 Credit Hours

Prerequisite: Non-Majors only and sophomore standing. This course provides a foundational understanding of the intertwined disciplines of Marketing & Supply Chain Management; two critical components of modern business operations. Not open to Business majors and may not count toward degree requirements for the BBA degree. (F, Sp)

MKT 2970 Special Topics/Seminar 1-3 Credit Hours

Special Topics. 1 to 3 hours. May be repeated; maximum credit nine hours. Special topics course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research, and field projects. (Irreg.)

MKT 3013 Principles of Marketing and Supply Chain Management 3 Credit Hours

Prerequisite: College of Business students only; Grades of C or better in ACCT 2113, B AD 1001, B C 2813, ECON 1113, ECON 1123, ECON 2843, MIS 2113, and MATH 1743 or MATH 1823 or MATH 1914; ACCT 2123 or concurrent enrollment. MKT 3013 provides a foundational understanding of the intertwined disciplines of Marketing & Supply Chain Management; two critical components of modern business operations. Students will gain a familiarity with each field and the terminology, learn core concepts, strategies, and best practices of both areas, explore the interaction between the two fields. (F, Sp, Su)

MKT 3053 Marketing Research 3 Credit Hours

Prerequisite: MKT 3013. Provides students with an understanding of the role of marketing research in organizations and how marketing research is implemented. Topics include: the value of primary and secondary data, methods for data collection and analysis, and how research errors can be avoided. The course will enhance students' ability to work in teams and effectively communicate facts and opinions to solve problems. (F, Sp)

MKT 3223 Logistics Management 3 Credit Hours

(Crosslisted with SCM 3223) Prerequisite: MKT 3013 or concurrent enrollment and junior standing. The physical supply and distribution function in business management, including channel selection, transportation, facility location and materials management; concentrates on the analytical and managerial methods necessary for the development and control of an integrated logistics system. (F, Sp)

MKT 3323 Consumer Behavior 3 Credit Hours

Prerequisite: MKT 3013 or concurrent enrollment; ACCT 2123 or concurrent enrollment. This course is an introduction to the world of consumer (customer) behavior and their purchasing habits. The internal and external influences on the consumer are studied in the context of forming marketing strategies and tactics. Topics include cultural values, demographics, subcultures, reference groups, lifestyles, perception, learning, memory, motivation, personality, emotion, and attitudes. (F, Sp)

MKT 3343 Retailing Management 3 Credit Hours

Prerequisite: MKT 3013. An analytical approach to the management of retail institutions. Addresses strategic and operating level decision making related to delivery of products and services to consumers, focusing on each of the four dimensions of the marketing mix. Includes modules on electronic commerce and ethical responsibility. (F, Sp)

MKT 3413 New Product Development 3 Credit Hours

Prerequisite: MKT 3013 & MKT 3053. Focuses on the development of ideas for new or established organizations, creating an environment conducive to innovation, recognizing business opportunities, assessing the market, customer and competitor situation. The development of these ideas leads to a feasibility analysis. Examines the development of a sales and distribution structure (including franchising, distributorship, and licensing and alliances), understanding segmentation, targeting, and niching. (F, Sp)

MKT 3440 Mentored Research Experience 3 Credit Hours

0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)

MKT 3513 Social Media Marketing 3 Credit Hours

Prerequisite: MKT 3013 or concurrent enrollment; ACCT 2123 or concurrent enrollment. The new sectors of Social Media and Digital Marketing are exploding in new technology, resulting in fundamental shifts in the way marketers communicate and interact with consumers. This course provides the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers and monitor the results of these efforts. (F, Sp)

MKT 3613 Healthcare Marketing and Administration 3 Credit Hours

(Crosslisted with HCB 3613) Prerequisite: For Business Majors: MKT 3013; For Non-business Majors: MKT 2013 or 3013. Healthcare organizations must be prepared to shift their strategies in order to meet the increasing demands in this dynamic market. The purpose of this course is to apply the systems of marketing and administration to the problems of health care organizations and provide an insight to the business problems healthcare organizations are likely to encounter. (F, Sp)

MKT 3960 Honors Reading 1-3 Credit Hours

Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted honors candidate to study materials not usually presented in regular courses. (F, Sp, Su)

MKT 3970 Honors Seminar 1-3 Credit Hours

1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Subjects covered vary. Deals with concepts not usually treated in regular courses. (Irreg.)

MKT 3980 Honors Research 1-3 Credit Hours

1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)

MKT 3990 Independent Study 1-3 Credit Hours

1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)

MKT 4123 Professional Selling and Negotiations 3 Credit Hours

Prerequisite: MKT 3013. Addresses the field sales effort of the firm with emphasis on tactical analysis. It examines professional selling as the negotiation process that provides the link between firm and customer with a focus on both the oral and written communication involved. The thrust of the course is application and the view is first line and tactical. (F, Sp)

MKT 4143 Digital Marketing 3 Credit Hours

Prerequisite: MKT 3013. This course provides the practical knowledge and insights required to establish objectives and strategies, properly select the digital marketing platforms to engage consumers, monitor and measure the results of these efforts. Learn how to manage, analyze a successful digital marketing presence for an organization, techniques for gaining internal/external influences to achieve organizational goals that benefit society as a whole. (F, Sp)

MKT 4173 Marketing Analytics 3 Credit Hours

Prerequisite: MKT 3013 and MKT 3053. This will be an exciting, hands-on course which will give you a variety of tools to help you understand, manipulate and add value to data thereby allowing you and others to make better business decisions. (F, Sp, Su)

MKT 4303 International Advertising 3 Credit Hours

(Crosslisted with JMC 4303) Prerequisite: JMC 3303 or special permission. May be repeated once with change of subject matter; maximum credit six hours. Designed to provide basic understanding of advertising and culture that applies to advertising in non-American locations. (Irreg.)

MKT G4333 Marketing Strategy and Policy 3 Credit Hours

Prerequisite: MKT 3013, MKT 3053 & MKT 3323. Major topics addresses are strategic marketing, product management, pricing management and marketing ethics. (F, Sp)

MKT 4503 Nonprofit Marketing 3 Credit Hours

Prerequisite: Price College of Business students only; MKT 3013. Provides students with the concepts and tools to help nonprofits achieve their mission and organizational objectives by better marketing their programs and services. Students will learn how to conduct research and analyses, identify and evaluate segments, explore opportunities to effectively communicate with clients, donors and volunteers, and design effective analog and digital tactics as part of an integrated marketing strategy. (F, Sp)

MKT 4523 International Marketing 3 Credit Hours

Prerequisite: MKT 3013. Study of marketing concepts and their international marketing implications, dealing with international market structure, framework for multinational marketing, strategic guidelines for global marketing strategies, pricing, promotion, product and distribution strategies for international markets. Special assignments include case studies, country analysis, article reviews and a term paper on topic of special interest related to international marketing. (F, Sp)

MKT 4613 Ethical and Regulatory Issues in Healthcare 3 Credit Hours

(Crosslisted with HCB 4613) Prerequisite: MKT 3013, HCB 3613 or MKT 3613, LS 3323 or concurrent enrollment. This course explores the complex moral, ethical and legal issues that continue to arise within the healthcare profession, providing an opportunity to apply concepts learned in previous course studies. Case studies and supplemental readings will augment the text in guiding the student to a better understanding of healthcare economics. (F, Sp)

MKT 4623 Competitive and Economic Environment of Healthcare 3 Credit Hours

(Crosslisted with HCB 4623) Prerequisite: For Business Majors: MKT/HCB 3613; For Non-business Majors: ECON 1123 and MKT/HCB 3613; Not open to Marketing majors. A range of governmental regulatory interventions in the healthcare arena and changes to the economic environment are linked to uncertainty in the structure of health insurance; the contractual arrangements and relationships that exist between patients, doctors, and hospitals. Explore these issues in detail and case studies that will guide the student to a better understanding of healthcare economics. (F, Sp)

MKT 4970 Special Topics/Seminar 1-3 Credit Hours

1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

MKT 4990 Independent Study 1-3 Credit Hours

1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)

MKT 5402 Marketing Management 2 Credit Hours

Prerequisite: graduate standing; departmental permission. Covers marketing concepts of use to MBAs. Topics include the use of management information systems, pricing, product offerings, promotion, distribution and consumer behavior, as well as marketing segmentation and strategic marketing. (F, Sp)

MKT 5722 Customer Analytics and Insights 2 Credit Hours

Prerequisite: Graduate Standing and Departmental Permission. This graduate-level course provides an in-depth exploration of customer analytics and insights. It covers analytical techniques for understanding customer behavior, preferences, and trends. The course is designed to equip students with practical skills in data analysis, customer segmentation, predictive modeling, and the application of these methods to real-world business problems. (Irreg.)

MKT 5742 Digital Marketing 2 Credit Hours

Prerequisite: Graduate Standing and Departmental Permission. This graduate-level course explores the latest trends, tools, and strategies in digital marketing. It covers a range of topics including search engine optimization (SEO), social media marketing, content marketing, email marketing, digital analytics, and more. The course is designed for students who wish to deepen their understanding of digital marketing in a rapidly evolving digital world. (Irreg.)

MKT 5752 Marketing Research 2 Credit Hours

Prerequisite: Graduate Standing and Departmental Permission. This Master's level Marketing Research course equips students with advanced analytical skills to conduct and evaluate rigorous research. It covers both quantitative and qualitative research methodologies, fostering critical thinking for data-driven decision-making. Students will develop practical skills in designing projects, collecting and analyzing data with state-of-the-art software, and interpreting results to enhance business strategies. (Irreg.)

MKT 5772 Marketing Analytics**2 Credit Hours**

Prerequisite: Graduate Standing and Departmental Permission. This graduate-level course provides an in-depth exploration of marketing analytics, focusing on the application of data analysis, statistical methods, and predictive modeling in marketing decision-making. Participants will learn to leverage analytics to gain insights into customer behavior, market trends, and marketing performance. The course will employ a blend of theoretical concepts, practical applications, case studies, and hands-on projects. (Irreg.)

MKT 5792 Capstone Project in Digital Marketing**2 Credit Hours**

Prerequisite: Graduate Standing and Departmental Permission. This graduate-level capstone course provides a comprehensive, hands-on experience in digital marketing. It is designed as the culminating project for students who have completed the Digital Marketing Certificate Program. This course will challenge students to apply their knowledge and skills in a practical project, simulating real-world digital marketing scenarios. (Irreg.)

MKT 5960 Readings in Selected Fields of Marketing**1-4 Credit Hours**

1 to 4 hours. Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Guided reading in selected fields of marketing; conferences with staff. Scope of reading and credit to be arranged on entry into course. The only passing grade given in this course is the neutral grade of S. (F, Sp, Su)

MKT 5970 Special Topics/Seminar**1-3 Credit Hours**

1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

MKT 5990 Independent Study**1-3 Credit Hours**

1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)

MKT 6393 Core Theories in Marketing Research**3 Credit Hours**

Prerequisite: Graduate standing and departmental permission of the Director, Price College of Business graduate programs. This seminar is designed to provide students with a broad exposure to the major theories in marketing research, especially in the marketing strategy literature. The goal is to provide a working knowledge of the important substantive topics and conceptual ideas that underlie historic and ongoing marketing strategy research. (Irreg.)

MKT 6863 Seminar in Empirical Marketing Research and Methods**3 Credit Hours**

Prerequisite: Graduate standing and departmental approval; Enrollment in a doctoral program is recommended. This doctoral-level seminar is designed to provide marketing graduate students (and other interested individuals) with a broad exposure to the major theories in empirical marketing research. This course intends to cover both classic and latest empirical research in the field. Given marketing's interdisciplinary roots, this course will also cover important works in related fields, including management, economics, and sociology. (Sp)

MKT 6960 Directed Readings in Marketing**1-4 Credit Hours**

1 to 4 hours. Prerequisite: graduate standing; permission of instructor, permission (Director, Price College of Business Graduate Programs). May be repeated as needed by Ph.D. students. Special reading programs are designed to enable graduate students (1) to extend their study to fields of marketing that are not covered in other courses and/or (2) to provide an opportunity for more extensive or intensive study of subjects covered in other courses. (F, Sp, Su)

MKT 6970 Special Topics/Seminar**1-3 Credit Hours**

1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)

MKT 6980 Research for Doctoral Dissertation**2-16 Credit Hours**

2 to 16 hours. Prerequisite: Graduate standing and permission of instructor; may be repeated. Directed research culminating in the completion of the doctoral dissertation. (F, Sp, Su)

MKT 6990 Independent Study**1-3 Credit Hours**

1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)