MARKETING (MKTG)

MKTG 5170 Marketing For Non-Profit Organizations
[3 credit hours (3, 0, 0)]
This course is an introduction to marketing for non-business students. Focus is on planning and executing marketing programs in not-for-profit organizations. It is an accelerated look into marketing principles which focuses on the opportunities, challenges, and constraints confronting managers in not-for-profit settings – health care institutions, schools, churches, arts and community service organizations in the governmental and private sectors.
Term Offered: Spring, Fall

MKTG 5410 Marketing Systems
[3 credit hours (3, 0, 0)]
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 Customer Relationship Marketing
[3 credit hours (3, 0, 0)]
Course will examine the theoretical and managerial development of relationship marketing as an organizational strategy to build and maintain profitable customer relationships.
Prerequisites: BUAD 3010 with a minimum grade of C or MKTG 5410 with a minimum grade of C
Term Offered: Summer, Fall

MKTG 6220 Integrated Marketing Communications
[3 credit hours (3, 0, 0)]
Course focuses on the integration of marketing communication tools in achieving desired changes in consumer attitudes and behaviors. This involves analyzing the competitive environment, defining the communications strategy and selecting media and vehicles to ensure consistency of messages and complementary use of media in order to maximize the impact on consumers.
Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C
Term Offered: Summer, Fall

MKTG 6230 Digital Marketing Processes and Virtual Value Networks
[3 credit hours (0, 0, 3)]
Course will examine how marketing processes can leverage e-commerce opportunities to create greater customer value in relational and transactional exchanges, and to build virtual value networks spanning functional, organizational and geographical boundaries.
Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C
Term Offered: Spring

MKTG 6240 Sales Force Leadership and Strategy
[3 credit hours (3, 0, 0)]
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 Strategic Customer Management
[3 credit hours (3, 0, 0)]
In today’s global business environment, it has become a strategic necessity for salespeople to take an approach centered on developing customer relationships. This course examines the roles and functions of the business-to-business salesperson in managing customers in a global environment and considered strategic to meeting organizational goals. Students will participate in critical thinking exercises, case study, and role play to develop skills in relationship selling, and strategic customer management of global firms.
Prerequisites: MKTG 5410 with a minimum grade of C or BUAD 3010 with a minimum grade of C
Term Offered: Spring

MKTG 6310 Managing Innovation and Product Commercialization
[3 credit hours (3, 0, 0)]
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 (3, 0, 0)]
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 6340 International Marketing
[3 credit hours (3, 0, 0)]
This course focuses on identifying (via screening) and servicing foreign market opportunities via the export modality. Skills in research, strategic and tactical analysis, and adaptation are developed.
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 (0, 0, 3)]
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 (0, 0, 0-3)]
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 (3, 0, 0)]
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 (3, 0, 0)]
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 (3, 0, 0)]
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 (0, 0, 3)]
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 (3, 0, 0)]
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 (3, 0, 0)]
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 (0, 0, 3)]
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