MKT

Marketing

MKT 516: Strategic Brand Management
Highly interactive course. Hands-on, practical exploration of product, service, and enterprise-wide brand building and management. Course is structured along daily responsibilities and challenges faced by working brand/marketing managers and will provide experience with proven strategies for building successful brands in the competitive marketplace, the decisions and options faced by brand managers, and the tools to effectively manage brands.
3 credits, Letter graded (A, A-, B+, etc.)

MKT 518: Principles of Sales Management
This course prepares students to manage a sales force. Through lectures, discussions, assignments, and case analysis, students will understand principles and best procedures of sales force management as they apply to both small and large organizations.
3 credits, Letter graded (A, A-, B+, etc.)

MKT 519: Social Media Marketing Strategy
Social Media Marketing Strategy covers theoretical and practical perspectives for developing and implementing social media marketing strategies. The course is designed to expose students to state-of-the-art practices in social media marketing with an emphasis on leveraging insights from social media to inform strategic firm decisions.
3 credits, Letter graded (A, A-, B+, etc.)

MKT 521: Industry Project in Marketing
The Industry Project course in Marketing is a capstone course that facilitates the transition from University to the workplace through the development of a “real world” semester long client project which is mentored by a faculty supervisor. Students will work in teams to learn how to manage themselves and others when developing solutions to real world business problems. Students will enhance their leadership skills as well as conduct research, analyze information, and present their findings. The format of the course will be a combination of classroom work and independent work in the form of consulting and site visits with the client. The course culminates with a professionally written marketing plan and presentation to the client. Should be taken during the student’s final semester.
6 credits, Letter graded (A, A-, B+, etc.)

MKT 535: New Product Development
New products are a very important part of most all modern companies, particularly those having to compete on a global level. This course looks at the specific challenges in both coming up (conceptualization, design, and development) with new products and how to market them to different marketplace segments. Target marketing techniques and quantitative and qualitative approaches to assessing markets and product/market fits will be examined in depth. This course will incorporate a combination of formats - including lectures, computer labs, and team projects. It is recommended that Marketing Research be taken before this course.
3 credits, Letter graded (A, A-, B+, etc.)

MKT 565: Consumer Insights
Marketing is the business function that deals with customers’ needs and wants. Thus, an essential component of marketing is understanding consumers and to develop a deep understanding of consumers’ needs and wants, you need to conduct marketing research. Psychological and social science research has produced numerous theoretical and technological advances that offer access to the inner workings of the mind, providing marketers with research tools to more effectively discover and fulfill consumer needs. This course provides an overview of the marketing, psychological, and social science knowledge relevant to consumer behavior and also provides an introduction to research methods for marketers to utilize when pursuing organizational goals. In this course, students will learn about qualitative and quantitative marketing techniques such as how to conduct a focus group, how to conduct high-quality survey research, how to conduct conjoint analysis, and how to use the IAT to develop a deeper understanding of consumers’ implicit beliefs.
3 credits, Letter graded (A, A-, B+, etc.)

MKT 567: Marketing Strategy
The course seeks to familiarize students with the decision domain of marketing strategy, the purpose and elements of sound strategy, and managerial tools and processes for generating, communicating and implementing marketing strategies that deliver a sustainable competitive advantage to a company, product or brand. This course is designed with an emphasis on student activities, supplemented by lectures and case discussions. The major (i.e., broad) topics emphasized in this course are competitive marketing strategy, marketing analysis and market planning.
Prerequisite: MBA 505
Fall, 3 credits, Letter graded (A, A-, B+, etc.) May be repeated for credit.

MKT 580: Advertising and Promotion Strategy
This course provides students an opportunity to gain an understanding of advertising and other mass communications marketing practices: common business activities and terminology, perspectives applied when taking the optimal approach to decisions, plus descriptions and rationales of common practices (which are often far from optimal). The class itself places emphasis on developing students’ abilities to express their analysis and recommendations in class discussion, essay exams and written assignments. Prerequisite: MBA 505 or enrolled in the 36 credit track of either the Marketing MBA or Standard MBA w/ concentration programs
3 credits, Letter graded (A, A-, B+, etc.)