MARKETING (MKTG)

MKTG 5571 Marketing Management: An Overview
3 credit hours
A course providing managerial introduction to the fundamentals of marketing with primary focus on the planning, organizing, and controlling of product, price, distribution, promotion, and public policy strategies, in both domestic and international markets.

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Note: Students cannot receive credit for this course if they have credit for MKTG5571.

MKTG 6670 Ethical and Social Analysis in Marketing Decisions
3 credit hours
This course studies the application and integration of ethical and social analysis in marketing decisions. It also considers whether, when, and how to recognize and reconcile the interests of diverse groups of marketing stakeholders when making marketing decisions. The groups include customers and clients, channel members, suppliers, governments at all levels, as well as public-interest groups and society at large.

MKTG 6671 Services Marketing
3 credit hours
An examination of the marketing management process as applicable to service organizations. Students will develop a marketing framework relevant to services marketing. With emphasis on current literature, service-quality management, managing the customer and marketing mix, designing and managing a marketing-oriented service organization, globalization of services, strategy formulation for profit and non-profit services will be addressed.

MKTG 6672 Marketing Communications: Planning and Strategy
3 credit hours
A study of communications theory as it applies to the role of interpersonal and mass communication media in marketing. Emphasis is placed on the formulation, coordination and evaluation of the effectiveness of advertising, personal selling, sales promotional, and public relations strategies.

MKTG 6673 Marketing Distribution: Planning and Strategy
3 credit hours
A systematic analysis of the decision-making factors underlying the development of effective distribution policies and strategies. The course focuses on the institutions and functions of the marketing channel with emphasis placed on distribution regulation, direct selling, retail, wholesale and physical distribution functions.

MKTG 6674 Marketing on the Internet
3 credit hours
This course will provide students with an understanding of the Internet as a marketplace. Technical as well as managerial issues involved in electronic commerce will be addressed. Using online readings, cases, and assignments, students will develop an understanding of the rapidly developing and changing Web-based market, and the associated consumer behaviour and marketing strategy issues.

MKTG 6675 Multinational Marketing
3 credit hours
A comprehensive survey of the nature and environment of multinational marketing. This course focuses on the marketing management aspects of multinational business. Emphasis is placed on developing analytical decision-oriented abilities in the area of multinational pricing, product, policy, distribution, promotion, research and development, and market segmentation.

MKTG 6676 Consumer Behaviour: Decision-Making Applications
3 credit hours
An examination of the buying behaviour of individuals as it is affected by psychological and sociological influences. Emphasis is placed on the understanding of how such behavioral-science concepts as social class, reference group, perception, attitude, motivation, personality and learning can contribute to the improvement of marketing decision-making.

MKTG 6677 Brand Management
3 credit hours
This course is intended to provide students frameworks, concepts and skills required to launch and manage brands successfully. Students explore consumer-brand relations, and cultural, societal and organizational factors that affect brands. Managerial aspects of brand management such as brand equity, brand extensions and brand portfolio management are a major focus in the course.

MKTG 6678 Marketing Research
3 credit hours
A study of the decision-making application of marketing research techniques and procedures. Emphasis is placed on research design, sampling, data collection, analysis and presentation.

MKTG 6679 Strategic Marketing
3 credit hours
In this course, students will develop understanding and analytical skills to make strategic choices for achieving sustainable competitive advantage in global market environments. Method of instruction may include seminar discussions, case analysis, simulations, secondary research and field research projects.

MKTG 6690 Seminar in Marketing
3 credit hours
An in-depth study of selected topics. Selections for discussion are at the discretion of the instructor, with approval of the Department. Issues to be discussed may include such topics as marketing productivity, marketing auditing, marketing models, social issues in marketing. Topics will vary from year to year. The course may be repeated for credit hours when topics vary.

MKTG 6692 Directed Study
3 credit hours
Intended to supplement or provide an alternative to the regular marketing courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

MKTG 6800 – 6825 Special Topics in Marketing
6 credit hours
Course content varies from year to year.

MKTG 6826 – 6849 Special Topics in Marketing
3 credit hours
Course content varies from year to year.