

MARKETING (MK)

MK 590 Internship in Marketing (1 credit)

A one-credit field-based educational experience for Bentley students, with the opportunity to (1) observe marketing practices, (2) apply and test hands-on the marketing, communication and analytical concepts and methods learned in classes, (3) develop leadership skills, (4) test aptitude and personal preferences for various career directions, and (5) establish a basis for future professional employment. This internship option is available to Bentley graduate students. Students must work a minimum of 120 hours at an organization suitable for the individual student's field learning experience, and complete specific requirements during their internship, demonstrating the ability to apply and integrate business/marketing knowledge, in order to receive academic credit. A student is limited to doing one such one-credit internship before degree completion.

Typically Offered: Fall and Spring

MK 612 Strategic Marketing (3 credits)

Pre-Req: GR 523, GR 523D, GR 523P, or instructor permission

This is an advanced applications course dealing with formulation of marketing strategies, evaluation of alternatives and implementation of marketing programs. It examines segmentation, positioning and marketing mix issues as a part of strategic marketing planning. The course also includes discussion of specific marketing management problems in a variety of situations involving consumer and industrial products and services in profit and nonprofit institutions.

Typically Offered: Once a year

MK 700 Directed Study in Marketing (3 credits)

A Directed Study is designed for highly qualified students who, under the direction of a member of the sponsoring academic department, engage in an agreed-upon in-depth independent examination, investigation or analysis of a specialized topic.

Typically Offered: Every two or more years

MK 701 Internship in Marketing Practice (3 credits)

Pre-Req: Two marketing (MK) courses at the 600-level or higher and internship coordinator permission

Affords students the opportunity to enhance self-realization and direction by integrating classroom study with experience in vocational learning situations. Requires development of a study plan to identify the student's professional goals and to demonstrate how these goals can be enhanced through an internship experience. Includes regular meetings in which students discuss issues and business problems related to their work experience, and defend proposed solutions before fellow students and the internship coordinator.

Typically Offered: Fall and Spring

MK 711 Marketing Research and Analysis (3 credits)

Pre- or Co-Req: (GR 521, GR 521D, or GR 521D) and (GR 523, GR 523D, or GR 523P)

This course focuses on the development of questionnaires and other vehicles for collecting marketing data, the methodology for analyzing these data (with the use of sophisticated statistical software), and reaching conclusions based on the analyses. Real-world questionnaires and real-world data are utilized.

Typically Offered: Every two or more years

MK 712 Consumer and Buyer Behavior (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P

This course studies the purchase decision for individual consumers and industrial users. It examines various models of buyer behavior. The course explores motivations, influences and roles played in purchasing products and services.

Typically Offered: Every two or more years

MK 713 Marketing Promotion and Communication (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P

This course examines marketing promotions from a communication standpoint. It discusses advertising, sales promotion, personal selling and publicity as components of the promotional program of an enterprise, including profit and nonprofit institutions marketing products and/or services. The course emphasizes the planning, design and implementation of advertising campaigns.

Typically Offered: Every two or more years

MK 715 New Products: Planning, Developing and Marketing (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P

This course considers the role of new products in the survival and growth strategies of organizations. It focuses on the major problems firms encounter in directing and managing their product development and marketing activities. The course examines the development process from conception of ideas to commercial introduction, and the marketing life cycle from introduction to deletion of products.

MK 716 International Marketing (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P

This course focuses on the decision-making process in marketing products and services across national boundaries. It examines the design and modification of marketing strategies; identifies potential markets; and considers product, promotion, price and distribution decisions within the constraints of a particular cultural, economic and political setting. The course studies challenges facing multinational enterprises as well as smaller firms marketing internationally.

Typically Offered: Every two or more years

MK 718 Marketing of Services (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P

Emphasis is placed on developing an understanding of marketing principles that are generic to the entire service sector rather than just to selected service industries. New marketing approaches uniquely applicable to services are considered as well as the reformulation of traditional marketing principles from consumer and industrial goods marketing. Marketing strategies of a variety of service firms from many service industries are evaluated.

Typically Offered: Every two or more years

MK 725 E-Marketing (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P

This course builds critical skills for individuals who will practice the art and science of Internet marketing in the future. It covers the important frameworks, principles and contexts in this domain that are likely to endure for example, auctions, customer relationship management, privacy, the communication e-mix, and channel adaptation and coordination.

Typically Offered: Once a year

MK 726 Customer Data Analysis and Relationship Marketing (3 credits)

Pre- or Co-Req: GR 523, GR 523D, or GR 523P

This course focuses on the analysis of customer data as the primary input to developing strategies for relationship marketing. It examines customer acquisition and retention, segmentation, customer loyalty, lifetime-value analysis of the customer, and direct-response modeling all as part of customer relationship marketing strategy. Hands-on experience in data analysis receives heavy emphasis.

Typically Offered: Fall and Spring

MK 735 Marketing for Corporate Immersion (3 credits)

Pre-Req: GR 523, GR 523D, or GR 523P. Not open to ELMBA/ Full Time MBA, or students who have completed GR 735

This course focuses on developing corporate strategy alongside the management team of a corporate partner. It emphasizes the use of multidisciplinary skills to identify, define and provide recommended solutions relating to complex issues within the firm. The course covers multiple topics including marketing, finance, management, technology and the law. Involves significant group work and the ability to meet tight deadlines. Students need immense curiosity, adaptability, and a desire to challenge themselves. This course emphasizes the ability to use both written and oral skills in formal business presentations to top management. It requires the ability to defend analyses and recommendations under pressure and strict time constraints. Corporate Immersion mirrors working conditions and expectations of the corporate partner's employees.

Typically Offered: Once a year

MK 755 Special Topics in Marketing (3 credits)

Pre-Req: Varies by topic

This course offers in-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests.

Typically Offered: Every two or more years

MK 758 Enhancing Creativity (3 credits)

This class will focus on the nature of creativity and the creative process. We will discuss several definitions and theories of creativity, and apply these theories to enhance your own creativity. Several techniques will help you to recognize and remove barriers to creative thinking. We will apply these techniques to develop creative approaches to business and marketing cases and your own business and academic problems. While the focus of the class is on individual creativity, we will also discuss the pros and cons of team creativity and apply techniques to improve team efforts. Organizational creativity and implementing creative solutions will also be covered.

Typically Offered: Spring

MK 799 Experimental Course in MK (3 credits)

Pre-Req: Varies by topic

Experimental courses explore curriculum development, with specific content intended for evolution into a permanent course. Topics may be offered twice before it becoming a permanent course. Students may repeat experimental courses with a different topic for credit.

Typically Offered: Every two or more years