This course provides students with an understanding of the process of consumer decision-making, the individual and group-level influences on consumer behavior, and the implications of consumer behavior for marketers. The course focuses on concepts and theories initially developed in psychology, sociology, demography, anthropology and other behavioral disciplines, and their application to understanding individuals as consumers. Relevant information technology concepts are incorporated into analysis of consumer trends and patterns.

This course introduces tools and techniques of marketing research as an aid to marketing decision-making. It covers definitions of research problems, research methodologies, design of research projects, analysis and interpretation of research results. The course emphasizes practical aspects of conducting and evaluating marketing research studies.

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. It examines the development process from conception of ideas to commercial introduction using best practices information technology. The course also considers the shorter marketing life cycle from introduction to deletion of products in the information age.

This course explores promotional goals and processes as they relate to the total marketing program of the organization. It examines advertising, personal selling, sales promotion and publicity as promotional techniques. The course includes detailed analysis of planning and implementing promotional campaigns.

This course focuses on application of databases for relationship marketing decisions. It examines segmentation, targeting, customer loyalty, and the lifetime value of customer as a part of relationship marketing plan. This course also includes discussion of hardware, software and implementation issues. A primary emphasis throughout the course will be placed on hands-on experience with leading-edge relationship marketing technologies in a variety of industries.

This course considers the role of advertising and sales promotion within an institution and within society. It examines the advertising function in its social and ethical, economic, historical, legal and technological contexts. The course explores a firm's advertising and sales promotion decisions, and focuses on the design, content and delivery of advertising messages from a communication standpoint. It investigates media, budget and measurement issues in advertising, and explores the increasing use of technological tools used by today's advertising professionals to enhance the effectiveness and efficiency of a firm's communication effort.

This course examines various types of retail formats from the perspective of a professional manager and from that of an entrepreneur. It includes analysis of competitive strategies, information technology in relation to distribution and merchandising, operating in multiple channels, site analysis, e-tailing, store layout and design, merchandise selection, inventory control, pricing, promotion, and integration of the retail mix.

The development of information technology has changed how individuals and organizations acquire and market goods and services. This course adopts a managerial, applied perspective to examine continuing technology-driven changes in consumers, business activities, and the marketplace itself.

This course examines the dimensions of the service sector, including the structural differences between services and consumer/industrial products. It explores service marketers' difficulties in using traditional marketing concepts. The course focuses on new marketing approaches in service sectors in the information-age economy.

This course examines a wide range of marketing tactics for nonprofit organizations, social enterprises, and for-profit CSR initiatives, focusing on their unique needs and challenges. In this course, students will have an opportunity to engage with and learn from practitioners, read and discuss research articles on various topics, work through case studies, and apply their knowledge to a marketing-related project.

This course analyzes the decision-making process of marketing products and services in the international marketplace. A strong emphasis is placed on the emerging role of information technology as it affects marketing managers' decisions on the product, pricing, distribution and advertising/promotion. Through the appreciation of the differences and similarities of the international environment, students will gain a better understanding of how marketing divisions need to be adapted for overseas markets.

This course examines the processes and activities that enable the profitable development and delivery of goods and services in business-to-business (B2B) markets. It focuses on the strategic importance of information technology (IT) in managing relationships when both buyers and sellers are organizations. Areas of study include customer value assessment, organizational buying behavior, value-based segmentation, and the creation and evaluation of integrated business marketing programs. An interactive B2B marketing simulation and in-depth case analyses require the application of the concepts and tools discussed in the course.
MK 369 Sports Marketing  (3 credits)
Pre-Req: GB 214.
Sport permeates daily life from both a social and economic viewpoint. Often, businesses, teams, athletes, nonprofit organizations and governments depend on sports as an integral part of their marketing campaigns. The political and financial impact of these decisions will have global and local ramifications. Students will be introduced to the fundamental issues related to the industry of sport. The course examines the aspects of sport and its impact on business and marketing. Specifically, the course examines sports marketing from the following perspectives: the strategic planning process associated with team sports, the marketing of sporting goods and related products and the use of sports in the marketing of other goods and services.

MK 372 Pricing Strategies  (3 credits)
Pre-Req: GB 214.
The objective of this course is to provide a useful conceptual framework as well as analytical techniques that can be applied in understanding and managing prices from a marketing perspective. The conceptual framework consists of three modules, including setting an initial price, modification of existing prices, and developing a price structure by applying different price-segmentation fences. Specific topics to be covered include assessing value to the customer, customer cognitive and emotional responses to price changes, identifying price-segmentation fences, pricing strategies, tactical issues related to pricing, pricing methods, consideration of competition, legal and ethical limitations, and the role of price in customer buying decisions for both consumer and industrial goods and services.

MK 388 Creative Marketing  (3 credits)
Pre-Req: GB 214
This course will teach students the value of creativity within an organization and specifically for marketing. Creativity and innovation are often evoked in company mission statements, but more often than not, companies fail at fostering either of them within their ranks. Students will learn to understand why and how creativity fails within organizations, and how to avoid these pitfalls. The focus of the course is explicitly on group and organizational creativity, particularly cross-functional creativity and its importance for functions such as new product development and marketing communications. Students in this course are encouraged to think of themselves as future change agents within organizations. They will learn the tools to build processes and spaces for creativity with tangible results.

MK 389 Experimental Course in Marketing  (3 credits)
Pre-Req: GB 214.
Experimental courses explore curriculum development, with specific content intended for evolution into a permanent course. A topic may be offered twice before it becomes a permanent course. Students may repeat experimental courses with a different topic for credit.

MK 399 Experimental Course in Marketing  (3 credits)
Pre-Req: GB 214.
Experimental courses explore curriculum development, with specific content intended for evolution into a permanent course. A topic may be offered twice before it becomes a permanent course. Students may repeat experimental courses with a different topic for credit.

MK 400 Marketing Management  (3 credits)
Pre-Req: GB 214 & 2 other Marketing courses & (CC7 or WP).
This course serves as a capstone course for marketing majors. It is a case-driven course that integrates materials covered in the marketing curriculum and relates them to the design and implementation of marketing strategy. Selected cases will emphasize the integration of technology into the marketing process. Students are expected to demonstrate competency in analytical and presentation skills. Additionally, students will be required to utilize contemporary hi-tech tools.

MK 401 Internship in Marketing Practice  (3 to 4 credits)
Pre-Req: GB 214. May not register on the web. See internship coordinator to register.
This course offers a field-based learning experience for selected full-time students in marketing. Requires the student to select a seminar project related to his/her internship experience, in consultation with the internship advisor. The course requires students to attend regular seminar meetings, submit progress reports, and prepare a substantial report on academic concepts related to the work experience.

MK 402 Seminar in Marketing  (3 credits)
Pre-Req: (3.0 GPA & (MK 160 or GB 301 or GB 214) & (CC7 or WP)) or IP.
This course covers in-depth examination of contemporary and emerging marketing practices, issues and topics, as well as other advanced or scholarly marketing topics, depending on the interests of participants and/or instructor. Teaching pedagogy includes journal articles, a field project, and individual assignments.

MK 403 Special Topics in Marketing  (3 credits)
Pre-Req: GB 214.
This course permits superior students to study special topics. (Allows repetition for credit).

MK 408 Marketing Project  (3 credits)
Pre-Req: GB 214 & 2 other Marketing courses or Instructor’s Permission.
This course serves as a capstone course for marketing majors. It is a case-driven course that integrates materials covered in the marketing curriculum and relates them to the design and implementation of marketing strategy. Selected cases will emphasize the integration of technology into the marketing process. Students are expected to demonstrate competency in analytical and presentation skills. Additionally, students will be required to utilize contemporary hi-tech tools.

Note: This course is required for marketing majors

MK 411 Marketing Project  (3 credits)
Pre-Req: GB 214 & 2 other Marketing courses or Instructor’s Permission.
This course focuses on the design, developments and execution of a marketing project on a team basis for an actual client organization. It studies management issues in implementing marketing plans and activities. The course examines how specific projects relate to an organization’s overall marketing strategy and the resources needed to implement such activities. It discusses criteria used to measure the effectiveness of specific marketing activities.

MK 421 Internship in Marketing Practice  (3 credits)
Pre-Req: GB 214. May not register on the web. See internship coordinator to register.
This course offers a field-based learning experience for selected full-time students in marketing. Requires the student to select a seminar project related to his/her internship experience, in consultation with the internship advisor. The course requires students to attend regular seminar meetings, submit progress reports, and prepare a substantial report on academic concepts related to the work experience.

Note: May be used as marketing, marketing-related, business-related or unrestricted electives.