

MARKETING (MKT)

Course Descriptions

MKT 515 Marketing Management 3 Credit Hours

This course examines the concepts, problems and techniques associated with the activities of bringing both consumer and industrial products to the marketplace. Topics include: consumer and industrial buyer behavior, market segmentation, target marketing, as well as product, place, promotion and pricing strategies. Particular emphasis is placed on analysis of cases.

Restriction(s):

Can enroll if Class is Graduate

MKT 534 Sales Management and Personal Selling 3 Credit Hours

The purpose of this course is to provide a general understanding of the practice of sales management. The course is designed to provide a basic framework of what sales managers actually do and how they solve problems they may encounter. Team presentations, case analyses and class discussion are used throughout the course to describe and explain the skills required of sales managers to achieve their objectives.

Prerequisite(s): MKT 515*

MKT 563 Digital Marketing 3 Credit Hours

In recent years, marketing has increasingly shifted from traditional marketing (such as print, TV, direct mail and offline stores) towards digital marketing with internet, social media, search engine, etc. This course introduces students to the digital marketing by covering topics such as search engine optimization (SEO), paid search ads, display ads, web analytics, e-commerce, social media marketing, content marketing, influencer marketing, etc. Students will get to engage in hands-on implementation of different digital marketing strategies (such search engine optimization, content marketing, social media campaigns) used in the industry, engage in case studies that leverage real datasets to improve digital marketing performance, and learn through discussions related to a wide variety of industry examples. This course can particularly facilitate a career in digital marketing, social media marketing, digital analytics, should the student be interested. It would also be helpful for budding marketing managers who want to gain an understanding of the digital marketing landscape in a world that is becoming increasingly digital. (F, W, S).

Prerequisite(s): MKT 515*

Restriction(s):

Can enroll if Class is Graduate

MKT 564 Graduate Marketing Research 3 Credit Hours

The goal of this course is to familiarize students with marketing research concepts and techniques. The collection, analysis and interpretation of data for better managerial decision making will be emphasized. Topics include: problem definition, research design, questionnaire construction, sampling, statistical analysis, presentation and evaluation of research findings. (F, S, W)

Prerequisite(s): (BA 510 or DS 520) and MKT 515

Restriction(s):

Can enroll if Level is Rackham or Graduate

MKT 565 Advanced Marketing Management 3 Credit Hours

This course examines current business challenges such as rapidly changing consumer tastes, new technologies, and globalizing. Students will learn marketing strategies for turning these challenges into competitive advantages, including creative innovation, relationship marketing, brand positioning, and optimizing the marketing mix for the target market.

Prerequisite(s): MKT 515 or HCDE 510

MKT 582 Understanding Customers 3 Credit Hours

This course introduces students to concepts and theories developed in the behavioral sciences (economics, marketing, psychology, sociology, and anthropology) in relation to their influence on consumer behavior. The course is designed to provide students with an in-depth understanding of consumer markets in order to develop effective marketing strategies. (F, W, S).

Prerequisite(s): MKT 515* or HCDE 510

Restriction(s):

Can enroll if Class is Graduate

MKT 602 Advanced Marketing Management 3 Credit Hours

This course examines current business challenges such as rapidly changing consumer tastes, new technologies, and globalizing. Students will learn marketing strategies for turning these challenges into competitive advantages, including creative innovation, relationship marketing, brand positioning, and optimizing the marketing mix for the target market. (F, W, S).

Prerequisite(s): MKT 515* or HCDE 510

MKT 620 Understanding Customers 3 Credit Hours

This course introduces students to concepts and theories developed in the behavioral sciences (economics, marketing, psychology, sociology, and anthropology) in relation to their influence on consumer behavior. The course is designed to provide students with an in-depth understanding of consumer markets in order to develop effective marketing strategies.

Prerequisite(s): MKT 515 or HCDE 510

MKT 621 Advertising and Promotion 3 Credit Hours

This course approaches advertising and promotional strategies and tactics from an integrated marketing communications perspective. The course is designed to provide students with an understanding of the various marketing mix elements, including advertising, sales promotion, public relations, direct marketing, event sponsorship, and the Internet in order to develop effective marketing communication strategies.

Prerequisite(s): MKT 515

Restriction(s):

Can enroll if Class is Graduate

MKT 622 Global Marketing 3 Credit Hours

This course draws from key concepts in marketing, business economics, and operations management to provide a comprehensive account of global marketing issues and strategies. This course is designed to give students several opportunities to apply the theories and concepts they have learned in class, primarily through the use of Country Manager simulation and a series of case analyses.

Prerequisite(s): MKT 515

MKT 623 Business to Business Marketing 3 Credit Hours

This course examines the differentiating aspect of industrial (business to business) marketing and the operational and strategic issues associated with them. Covers target marketing, marketing mix and strategic decisions involved in business markets. Case studies are an important feature of the course.

Prerequisite(s): MKT 515

MKT 624 Service Marketing 3 Credit Hours

This course examines the development and management of services in a changing and growing global marketplace. Among the challenges addressed will be the development of global service marketing strategies, the process for the development of new services, the role of climate and culture within the organization, strategies for customer retention, quality management and measurement in a service organization, and insights into service demand and the structure of the service industry.

Prerequisite(s): MKT 515

MKT 625 Global Sourcing and Logistics 3 Credit Hours

This course examines concepts in international purchasing and logistics to provide an in-depth understanding of the international supply chain. The course will examine how sourcing and logistics activities change and become more complex in the global environment. These aspects will be discussed in terms of the opportunities, challenges, and changing customer requirements presented by trading blocs, emerging markets, and developing countries.

Prerequisite(s): MKT 515

MKT 626 E-Tailing and Retailing 3 Credit Hours

Increasingly immune to traditional media, shoppers make bulk of their brand decisions in-store. Retailers (brick-and-mortar and Internet) play a vital role in a brand's success in the marketplace. This course provides a comprehensive understanding of the current retail landscape. It introduces students to significant issues and analysis frameworks of 21st century retailing strategy and management, including retailing over the Internet, or "E-tailing." The Internet presents challenges and opportunities to all retailers. Shoppers shape retail success. Retailers, brick-and-mortar and Internet, are challenged to enhance customer experience, customer service and customer satisfaction. The students will learn the complexities and nuances of shopper behavior, shopper demographics, and how shopper decisions are influenced by store design, store environment, store atmosphere and merchandizing, in brick-and-mortar and Internet stores. The course will elevate and enhance students' readiness and advancement in retail, brand management and marketing careers. Format: Lecture and discussion, industry reports, group presentations and guest speakers. Regular attendance, class discussions, assignments, written reports and exams.

Prerequisite(s): MKT 515

Restriction(s):

Can enroll if Class is Graduate

MKT 627 Marketing Analytics and AI 3 Credit Hours

Marketing managers have to make a wide range of decisions such as – identifying market segments, deciding which customers to target in a marketing campaign, allocating resources across multiple channels/markets, developing new products and pricing them, etc. The course aims to introduce students to how analytics and artificial intelligence (AI) can be used to drive marketing decisions. The course assumes that some very basic programming exposure is present. This course can particularly facilitate a career in marketing analytics, business analytics, analytics or data science consulting, should the student be interested. It would also be helpful for budding marketing managers who want to gain an understanding of the wide range of analytics tools they can deploy for supporting their marketing decisions. (F, W, S).

Prerequisite(s): BA 510* and MKT 515*

Restriction(s):

Can enroll if Class is Graduate

MKT 628 MKT Turning Data into Revenue 3 Credit Hours

The objective of this course is to provide a systematic approach to harnessing data to drive more effective marketing decision making and implementation. This course assumes a basic understanding of statistics but does not emphasize the mathematics behind the concepts. Combines with conceptual knowledge about the markets of interest, data is used to build a more profitable marketing practice. Topics covered include segmentation and targeting, positioning, customer value assessment, and new product and service design. By completing this course, you will be well on your way to making the ROI case for expenditures that companies are increasingly asking of the executives.

Prerequisite(s): MKT 515

Restriction(s):

Can enroll if Class is Graduate

Can enroll if Level is Rackham or Graduate

MKT 708A Seminar: Marketing 3 Credit Hours

TOPIC TITLE: International Marketing. The course will consist of three (3) major learning components: (1) Cateora textbook, with its stress on analytical and integrative aspects of international marketing decisions; (2) Harvard cases, covering a range of international marketing issues; (3) Project reports focused on important current international marketing topics.

Restriction(s):

Can enroll if Class is Graduate

MKT 708B Seminar: Marketing 3 Credit Hours

TOPIC TITLE: Introduction to Entrepreneurship. This course focuses on the process of new enterprise creation. It will examine how the interplay of personal (and group) creativity and market demands provides a basis for the conception, design and launch of new ventures. Although a variety of business options will be considered, emphasis will be placed on the creation of technology-driven growth enterprises. The course content will familiarize students with the tasks of capital formation, business planning, staffing systems, design and operations management in the entrepreneurial context. Students taking the course should have an interest in creating a new firm or initiating an intrapreneurial venture within a larger organization. All students will develop and present a business plan for their venture.

*An asterisk denotes that a course may be taken concurrently.

Frequency of Offering

The following abbreviations are used to denote the frequency of offering: (F) fall term; (W) winter term; (S) summer term; (F, W) fall and winter terms; (YR) once a year; (AY) alternating years; (OC) offered occasionally