Marketing (MKTG)

Courses

MKTG 5505 Personal Selling and Sales Force Management: 3 semester hours.
Attention given to product features, buying motives, selling points, principles
and practices of selling, psychology of salesmanship, sales problems, personal
requirements, opportunities. Determination of the amount and allocation of
personal sales effort to be applied to the market and methods of organizing,
evaluating, and controlling this effort. PREREQ: MKTG 2225 or MBA 6613.

MKTG 5510 Entrepreneurship: 3 semester hours.
Developing new business ideas, initiating a new enterprise, bringing new
technology to the market; applying sound business practices involving
management, marketing, accounting, finance and informatics to accommodate
changing market opportunities. Equivalent to MGT 5510. Specific, evaluated
graduate-level activities and/or performances are identified in the course syllabus.

MKTG 5521 Services Marketing: 3 semester hours.
Examines the development, promotion, and management of services. Topics
covered include strategic planning, delivery channels and promotional challenges
inherent to services.

MKTG 5526 Marketing Research: 3 semester hours.
Evaluation and study of providing relevant marketing information to
management. Emphasizes problem formulation, consideration of data sources,
means of acquiring information, sampling, interpretation of results.

MKTG 5527 Consumer Behavior: 3 semester hours.
In-depth analysis of the internal and external influences of consumer behavior
and decision-making, including learning, perception, cultural values, group
influences, and a range of psychological and sociological concepts. This
advanced study of consumer behavior will include analysis of a consumer dataset,
as well as case studies highlighting concepts under investigation, and a consumer
behavior audit. Specific, evaluated graduate-level activities and/or performances
are identified in the course syllabus. PREREQ: MKTG 2225 or MBA 6613.

MKTG 5528 Integrated Brand Promotion: 3 semester hours.
Planning and execution of advertising, sales promotion, and public relations
programs developed into an integrated brand promotion program. Includes
development of Integrated Brand Promotion plan. Specific, evaluated graduate-
level activities and/or performances are identified in the course syllabus.
PREREQ: MKTG 2225 or MBA 6613.

MKTG 5532 New Product Management: 3 semester hours.
Analysis of new product ideas: screening, business analysis, prototype
development, market testing, and commercialization of goods and services.
Includes diffusion of innovation issues in consumer and industrial markets.

MKTG 5565 International Marketing: 3 semester hours.
Comparative marketing arrangements are examined. Covers factors which need
to be recognized by international marketing managers in analyzing markets,
covering foreign operations, and assessing economic, cultural, and political
aspects of international markets.

MKTG 5575 Competitive Intelligence: 3 semester hours.
How to use competitive intelligence to gain strategic advantage. Includes
understanding of information gathering techniques, the conversion of information
into intelligence, various analysis methodologies, and intelligence dissemination
processes.

MKTG 5580 Marketing on the Internet: 3 semester hours.
Understanding and using the Internet for marketing communications. Includes
evaluating current sites, developing skills for authoring HTML pages, and
developing an Internet marketing strategy and site for an organization.

MKTG 5591 Seminar in Marketing: 3 semester hours.
Reading discussion, and preparation of reports on selected topics. Restricted to
senior and graduate students in business who have the consent of the instructor.
May be repeated with instructor's permission for up to 6 credits.

MKTG 5592 Special Problems in Marketing: 2-3 semester hours.
Research and reports on selected problems or topics in marketing. Restricted to
senior and graduate students in business who have the consent of the Dean. May
be repeated under a different title for a maximum of 9 credits with the permission
of the major advisor and the Dean.

MKTG 5599 Experimental Course: 1-6 semester hours.
This is an experimental course. The course title and number of credits are
noted by course section and announced in the class schedule by the scheduling
department. Experimental courses may be offered no more than three times. May
be repeated.

MKTG 6699 Experimental Course: 1-6 semester hours.
This is an experimental course. The course title and number of credits are
noted by course section and announced in the class schedule by the scheduling
department. Experimental courses may be offered no more than three times. May
be repeated.