MKTG Marketing

MKTG 5830G Marketing Independent Study
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Cross Listing(s): MKTG 5830.

MKTG 7431 Strategic Marketing Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
A strategy planning approach to marketing management from conception and application perspectives. Focus is on the strategic decision-making process supported by self-analysis and external analysis. Legal, ethical, and international aspects are also considered.
Prerequisite(s): Prior or concurrent enrollment in and a minimum grade of "C" in MGNT 7331.

MKTG 7435 Global Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with a thorough examination of the mechanics of international marketing with particular focus on the influence of culture on the development of marketing strategy. Coverage of marketing topics is comprehensive with a particular focus on current events and their relationship to trade. Discussion of ethics and global responsibility are infused throughout the course.
Prerequisite(s): Prior or concurrent enrollment in and a minimum grade of "C" in MGNT 7331.

MKTG 7435S Global Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
Provides the student with a thorough examination of the mechanics of international marketing with particular focus on the influence of culture on the development of marketing strategy. Coverage of marketing topics is comprehensive with a particular focus on current events and their relationship to trade. Discussion of ethics and global responsibility are infused throughout the course.
Prerequisite(s): Prior or concurrent enrollment in and a minimum grade of "C" in MGNT 7331.
Cross Listing(s): MKTG 7435.

MKTG 7830 Special Topics in Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
A standard course developed for a special or newly emerging topic in Marketing. Lectures, group work, readings, research, and writing are required as in any other advanced elective course.
Prerequisite(s): Prior or concurrent enrollment in and a minimum grade of "C" in MKTG 7331.
Cross Listing(s): MKTG 7830S.

MKTG 7830S Special Topics in Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
A standard course developed for a special or newly emerging topic in Marketing. Lectures, group work, readings, research, and writing are required as in any other advanced elective course.
Prerequisite(s): Prior or concurrent enrollment in and a minimum grade of "C" in MKTG 7331.
Cross Listing(s): MKTG 7830.

MKTG 9631 Seminar in Marketing Theory
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
This course provides a comprehensive overview of the history, nature, scope, and evolution of marketing thought. Students taking this course will examine how the philosophy of science relates to the development of marketing theory, explore the history of marketing and the impact of paradigm shifts on the definition and role of marketing over time, learn how to critically assess research and theory within the discipline of marketing, and begin to define the role and responsibility of the marketing scholar.

MKTG 9671 Promotion Seminar
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An examination of current issues and trends in the field of promotions. Particular emphasis will be placed on Integrated Marketing Communications and the role of marketing communications in establishing and building brand equity.

MKTG 9672 Marketing Strategy Seminar
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An examination of current issues and trends in the field of product development, brand management, and pricing. Emphasis will be placed on the new product development process, managing products over the product life cycle, and the analysis of the firm's product mix to enhance the firm's profitability. Various pricing theories and models will be examined and the role of pricing strategy within the firm's overall competitive strategy model.

MKTG 9673 Buyer Behavior
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An examination of techniques used to determine and evaluate markets. Consumer and business buying behaviors utilizing the behavioral sciences will be discussed. Advanced computer modeling techniques for determining markets will be introduced. Various techniques for researching markets, determining market potential, and forecasting will be discussed.

MKTG 9674 Global Marketing Theory and Application
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
An examination of the origins and application of global marketing strategy. Students will learn the mechanics of international trade in general and international marketing in particular, and special emphasis will be placed on examination of the influence of culture and current events on the development and implementation of marketing strategies in the global economy.

MKTG 9675 Professional Sales and Sales Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.
A survey course taking an indepth examination of current issues and trends in the fields of professional sales and sales management.