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 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 9670 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 9671 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 9672 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 9673 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.