

Marketing

IN THE FOWLER COLLEGE OF BUSINESS

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Courses Acceptable for Master's Degree Programs in Business Administration (MKTG)

Refer to Courses and Curricula and Regulations of the Division of Graduate Affairs sections of this bulletin for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

GRADUATE COURSES

MKTG 696. Seminar in Selected Topics (3)

Intensive study in specific areas of marketing. May be repeated with new content. See *Class Schedule* for specific content. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

MKTG 729. Contemporary Issues in Marketing Theory and Practice (3)

Prerequisite: Business Administration 627.

Issues in marketing theory and practice: examination and application of contemporary theories and techniques in relation to changes in marketing environment. See *Class Schedule* for specific content. Maximum credit six units applicable to a master's degree.

MKTG 761. Product Innovation Management (3)

Prerequisite: Business Administration 627.

New product development and issues related to overall management of product innovation in context of entrepreneurial opportunity, start-up ventures and existing organizations. Focus on planning, design, and implementation of marketing strategy.

MKTG 762. Seminar in Integrated Marketing Communication (3)

Prerequisite: Business Administration 627.

Theory and application of integrated marketing communication to advertising, promotions, public relations/publicity, personal selling and direct marketing (including Internet).

MKTG 763. Seminar in Sales Management (3)

Prerequisite: Business Administration 627.

Sales management and personal selling decisions and strategies in business organizations.

MKTG 766. Seminar in Marketing Research (3)

Prerequisite: Business Administration 623 and 627.

Research methods and analysis for consumer and business marketing. Research design and implementation, use of secondary data sources, qualitative research, survey research, experimentation, and data analysis using statistical software, such as SPSS.

MKTG 767. Sales and Marketing Analytics (3)

Prerequisite: Business Administration 623.

Communicating, reporting, and visualizing analytics to inform decision making. Descriptive, predictive, prescriptive modeling of data to address sales and marketing problems. Utilizing market intelligence and consumer response data to inform development.

MKTG 768. Seminar in Internet Marketing and E-Business (3)

Prerequisite: Business Administration 627.

Theory and application of marketing utilizing the Internet and associated issues of electronic commerce.

MKTG 769. Seminar in International Marketing (3)

Prerequisite: Business Administration 627.

The impact of cultural, social, political, economic, and other environmental variables on international marketing systems and the decision-making process of multinational marketing operations.

MKTG 772. Strategic Brand Management (3)

Prerequisite: Business Administration 627.

Planning, managing, and evaluating brand strategies. Theories, models, concepts, and techniques used to build, measure, and manage brand equity. Marketing decisions faced by an organization in managing brands for long-term profitability.

MKTG 779. Advanced Marketing Strategy (3)

Prerequisites: Business Administration 627 and advancement to candidacy.

Development, implementation and evaluation of marketing strategy and planning. Role of marketing planning in overall corporate strategic planning process. Use of contemporary techniques and models in strategic planning process.

MKTG 797. Research (3) Cr/NC/RP

Prerequisite: Advancement to candidacy.

Research in the area of marketing. Maximum credit six units applicable to a master's degree.

MKTG 798. Special Study (1-3) Cr/NC/RP

Prerequisite: Consent of staff; to be arranged with department chair and instructor.

Individual study. Maximum credit six units applicable to a master's degree.