

Marketing (MKT)

MKT 119S, 219S, 319S, 419S, 519S, 619S, 719S, 819S, 919S Topics in Marketing 1-9 Hours

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the Department of Marketing. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program.

MKT 320F Foundations of Marketing 3 Hours

Introduction to basic concepts and terminology in marketing: the process of developing marketing strategy, the role of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision making.

MKT 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S Topics in Marketing 1-9 Hours

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MKT 332F Topics in Foundations of Marketing 3 Hours

MKT 337 Principles of Marketing 3 Hours

Designed to expand understanding of the marketing system and basic marketing activities and to provide a framework for marketing strategy development and implementation of marketing tools and tactics.

MKT 337H Principles of Marketing: Honors 3 Hours

Designed to expand understanding of the marketing system and basic marketing activities and to provide a framework for marketing strategy development and implementation of marketing tools and tactics.

MKT 337N Introduction to Marketing in New York 3 Hours

Experience a globally connected city. Study in New York City, home to major industries including arts and entertainment, travel and hospitality, technology, and financial services, as well as major marketing firms and agencies. Consider the marketing strategies of New York industries and develop an understanding of the marketing system and basic marketing frameworks for marketing strategy creation, and implementation of marketing tools and tactics.

MKT 338 Promotional Policies 3 Hours

Analysis of the use of promotional methods in marketing: advertising, personal selling, sales promotion, and indirect promotion; their social and economic consequences; their coordination and relationship to other business functions.

MKT 140S, 240S, 340S, 440S, 540S, 640S, 740S, 840S, 940S Topics in Marketing 1-9 Hours

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office or the school's BBA Exchange Programs. Credit is recorded as assigned by the study abroad adviser in the Department of Marketing. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence.

MKT 354 Topics in Professional Sales and Business Development 3 Hours

MKT 354.1 Building Sales Relationships 3 Hours

Explore the theoretical and practical role of communication in the development of long-term client relationships. Examine the consultative sales process, including prospecting, assessing needs, handling objections, presenting, closing, and following up with clients. Investigate on how technology can help or hinder communication.

MKT 354.11 Strategy Consulting 3 Hours

Introduction to the science and art of marketing strategy consulting. Explore the consulting industry and the key concepts of successful consulting. Execute a complete consulting engagement with an actual client.

MKT 354.2 Sales Strategy and Steering 3 Hours

MKT 354.26 Data Analytics for Marketing 3 Hours

Introduction to making more effective marketing decisions through the use of data. Examine sources, collecting and cleansing methods, conducting analyses, and presenting of data. Use real-world data and applications from a variety of industries.

MKT 354.3 Analytical Tools for Sales 3 Hours

MKT 354.4 Marketing Channels 3 Hours

Explore the critically important "fourth P" of marketing: how and where to make the value proposition available to customers. Discuss analysis of a direct channel versus the use of intermediaries, the decision to sell online and/or in brick and mortar locations, and many other current marketing channel topics.

MKT 354.5 Sales Management and Strategy 3 Hours

MKT 354.6 Consumer Behavior 3 Hours

MKT 354.7 Consumer Behavior in a Digital World 3 Hours

Examine the core psychological processes underlying consumer decision-making and behavior, and the impact of recent technological advancements on consumer behavior in on and offline environments.

MKT 354.8 Integrated Marketing Communications 3 Hours

Explore basic message development and dissemination across ever evolving media types; focusing on the brain and emotions, as well as an intense examination of persuasion and core belief formation.

MKT 354.9 Business to Business Marketing 3 Hours

Focus on business to business marketing skills including: organizational buying and selling models; launching business to business products and services; pricing a product line; sales management and support; managing distribution partners; and social media for business to business promotion.

MKT 360, 460 Information and Analysis 3-4 Hours

The development and analysis of information for marketing management sources.

MKT 363 Professional Selling and Sales Management 3 Hours

Policies, operation, coordination, and control of personal selling activities in marketing organizations.

MKT 366P Marketing Practicum 3 Hours

Students apply skills in their major area and focus on additional project management skills through group projects conducted in a professional setting. Students may work with a private or a public enterprise.

MKT 370 Marketing Policies 3 Hours

A capstone course focusing on case studies of advanced marketing problems, including analysis of markets, promotional planning, pricing, and distribution coordination. Designed to help the student develop a comprehensive understanding of marketing policy and strategy formulation.

MKT 370K Retail Merchandising 3 Hours

Designed to familiarize the student with all the activities associated with the sale of goods and services for final consumption and to provide an overview of the decisions involved in merchandising and management, including factors that influence and determine those decisions.

MKT 171T Topics in Marketing 1 Hour

MKT 372T Topics in Marketing 3 Hours

MKT 372T.1 Corporate Political Strategy 3 Hours

Study how the political and regulatory environment enables and constrains business activity and how individual firms and groups of firms can ethically yet effectively lobby legislatures, negotiate with regulators, create industry associations, make campaign contributions, and engage in other political activity to gain competitive advantage.

MKT 372T.11 Brand Management 3 Hours

Assess the strategic importance of building, leveraging, and defending strong brands through various branding, concepts, frameworks, and strategies. Explore current opportunities and challenges in a variety of industries and markets, including consumer packaged goods, business-to-business, services, technology, online, and global.

MKT 372T.13 Data Driven Marketing 3 Hours

Explore marketing research analytics using various types of data analytics and statistical learning modes.

MKT 372T.14 Global Marketing 3 Hours

MKT 372T.19 Pricing and Channels 3 Hours

Explore the concept, theory, and latest thinking that bears on key issues in pricing and channels; taking the perspective of the marketing manager. Apply concepts and theory, through extensive case analyses, to solve pricing and channel problems in realistic business settings.

MKT 372T.21 Strategic Product Management 3 Hours

Explore the principles of product management, including identifying new growth opportunities, assessing the health and profitability of a product portfolio, developing new products, and positioning and repositioning of current products. Utilize analytical tools, case discussions, and real-world derived projects.

MKT 372T.22 Predictive Analytics and Data Mining 3 Hours

Introduction to data mining problems and tools to enhance managerial decision making at all levels of the organization. Discuss scenarios, including the use of data mining to support customer relationship management (CRM) decisions, decisions in the entertainment industry, financial trading, and even professional sports teams.

MKT 372T.24 Digital Marketing 3 Hours

Explore online marketing strategies; navigate online advertising, search, social media, and online privacy; and design and implement an experiment to evaluate the effectiveness of online business decisions.

MKT 372T.25 Digital Marketing Strategy and Growth 3 Hours

Analyze strategic frameworks that support effective digital marketing decision-making in fast-changing, AI-driven marketplaces. Examine customer value models, including Customer Lifetime Value and the "Jobs To Be Done" framework. Apply principles of entrepreneurial marketing, category design, and brand building using limited resources. Develop full digital marketing programs using proprietary tools to evaluate, implement, and optimize strategies across SEO, SEM, content, email, and social media channels.

MKT 372T.26 Corporate Governance 3 Hours

Learn about serving as advisors to Boards of Directors or on Boards of Directors of business for profit and non-profit organizations.

MKT 372T.27 Reputational Risk and Crisis Management 3 Hours

Explore what risk is, crisis management techniques, market communications, and reputational preservation.

MKT 372T.28 Science of Good Business 3 Hours

Examine theory, data, insights, and empirical evidence from behavioral sciences to learn how individuals and organizations can achieve "good" in a business context. Identify actionable, practical applications, based on design thinking principles, that can be implemented in the workplace.

MKT 372T.4 Small Business and Entrepreneurial Marketing 3 Hours

Conduct market analysis aimed to unlock customer motivations, willingness to pay, and value creation; monetization/business models that entrepreneurial ventures can use; building a marketing plan for a start-up venture, including product, price, promotion, and channel considerations; and use data-driven analytics and metrics to drive entrepreneurial marketing decision making.

MKT 372T.5 Design Thinking for Business Innovation 3 Hours

Focus on theoretical understanding of design thinking, which includes customer-focus, cross-functional collaboration, and an iterative process for refining products and services.

MKT 372T.8 Creativity and Leadership 3 Hours

MKT 178, 278, 378 Marketing Micro-topics 1-3 Hours

Focuses on contemporary, in-demand marketing topics to help develop the foundational knowledge, hands-on experience, and skills for today's marketing ecosystem.

MKT 178.1, 278.1, 378.1 Data Storytelling and Visualization 1-3 Hours

Investigate data-driven marketing, identifying stories in data and utilizing visualizations to share that story. Explore Tableau, data literacy, visualization principles, and communicating effectively using data.

MKT 178.2, 278.2, 378.2 Negotiating Sales Solutions 1-3 Hours

MKT 178.3, 278.3, 378.3 International Selling 1-3 Hours

MKT 178.4, 278.4, 378.4 Sales Technology and Artificial Intelligence 1-3 Hours

MKT 178.5, 278.5, 378.5 Selling in High Technology Industries 1-3 Hours

MKT 178.6, 278.6, 378.6 Predictive Modeling in Sales 1-3 Hours

MKT 178.7, 278.7, 378.7 Professional Purchasing and Procurement 1-3 Hours

Explore the role of purchasing and procurement in a business. Examine goals and techniques of purchasing professionals; common structures of purchasing functions in a business; management of suppliers and vendors to achieve goals; cost, resource, and purchase timing management; bid proposal, negotiations, and other strategic purchasing decisions and associated marketing activities.

MKT 179C, 279C Independent Research in Marketing 1,3 Hours

MKT 182, 282, 382 Topics in Analysis of Markets 1-3 Hours

Introduction to the data and tools used to analyze the business environment and enable marketing decision making. Uses real world data and problems to evaluate strategic market opportunities and assess the impact of marketing decisions in the marketplace. Discusses analytical and empirical tools that address strategic issues of market sizing, market selection, and competitive analysis, as well as product management, customer management, and marketing function management decisions.

MKT 182.11, 282.11, 382.11 Quality and Competitiveness 1-3 Hours

The globalization of competition, the challenge to the United States position in the world economy, and the total quality management movement as a competitive response.

MKT 182.12, 282.12, 382.12 Customer Strategy 1-3 Hours

External resources for competitiveness, such as customer relationships that can help deliver superior quality and drive down costs. The course brings together experienced managers and students who have interned with them to explore issues underlying total quality in marketing.

MKT 182.13, 282.13, 382.13 Pricing and Distribution Channel Strategies 1-3 Hours Analysis of distribution and pricing decisions, factors that influence these decisions, and the role of pricing and distribution in the formulation of marketing strategy. Lecture/discussions, cases, and group projects. MKT 182.14, 282.14, 382.14 Marketing of Services 1-3 Hours Organizations that market services rather than goods; differences between tangible goods and services; unique service-marketing problems and opportunities. MKT 182.15, 282.15, 382.15 Marketing High-Tech Products 1-3 Hours The forces driving competition in industrial markets, with emphasis on technological products. This course focuses on honing students' analytical skills for leveraging marketing decision making. MKT 182.16, 282.16, 382.16 Project Management in Fast-Cycle Environments 1-3 Hours MKT 182.18, 282.18, 382.18 Leveraging Marketing Metrics 1-3 Hours Examines the link between marketing decisions and financial performance. MKT 182.19, 282.19, 382.19 Clients, Consulting, and Communication 1-3 Hours MKT 182.2, 282.2, 382.2 Analytical Methods in Marketing 1-3 Hours Basic analytical techniques that are used to improve market-oriented decisions: brand-switching, linear programming applications in advertising, competitive bidding, distribution and location models, conjoint measurement, and multivariate data analysis for strategy formulation. The course stresses the use of the models to deal with marketing variables and problems and the acquisition of relevant data. Case analyses and projects. MKT 182.20, 282.20, 382.20 Human Insights 1-3 Hours MKT 182.21, 282.21, 382.21 Brand and Growth Strategy 1-3 Hours Examine the basic building blocks of growing and managing a brand while integrating it seamlessly into the overall marketing activities of the firm. Assess the health and profitability of a product portfolio, develop go-to-market strategies for new products, and discuss positioning and repositioning of current products. MKT 182.22, 282.22, 382.22 Marketing Analytics 1-3 Hours MKT 182.23, 282.23, 382.23 Advanced Data Analytics in Marketing 1-3 Hours MKT 182.24, 282.24, 382.24 Consumer Well Being 1-3 Hours MKT 182.25, 282.25, 382.25 Data Visualization and Storytelling 1-3 Hours MKT 182.26, 282.26, 382.26 Predictive Analytics and Data Mining 1-3 Hours MKT 182.27, 282.27, 382.27 Behavioral Economics 1-3 Hours MKT 182.28, 282.28, 382.28 Connecting with Customers in a Digital World 1-3 Hours MKT 182.29, 282.29, 382.29 Consumer Behavior in a Digital World 1-3 Hours MKT 182.3, 282.3, 382.3 Business and Public Policy 1-3 Hours Provides a historical framework in which to study key issues in contemporary government and business relations in the United States and, to a limited extent, in other countries. Settings range from the Depression and the New Deal to more recent periods of social regulation of business; topics range from the role of the international oil companies to the deregulation of the airlines.	MKT 182.30, 282.30, 382.30 Brand and Growth Strategy 1-3 Hours Explore the principles of product management including assessing the health and profitability of a product portfolio, developing go-to-market strategies for new products, and positioning and repositioning of current products. Examine the basic building blocks MKT 182.31, 282.31, 382.31 Corporate Governance 1-3 Hours MKT 182.32, 282.32, 382.32 Creativity and Leadership 1-3 Hours MKT 182.33, 282.33, 382.33 Design Thinking for Business Innovation 1-3 Hours Explore the overall design process, along with specific research tools and evaluation methodologies to build empathy and define key customer problems to solve. Discuss best practices for idea generation, prototyping potential solutions, and testing through iterative cycles. MKT 182.34, 282.34, 382.34 Invisible Global Market 1-3 Hours MKT 182.35, 282.35, 382.35 Marketing for Nonmarketers 1-3 Hours MKT 182.36, 282.36, 382.36 Pricing and Channels 1-3 Hours MKT 182.37, 282.37, 382.37 Strategic Branding 1-3 Hours MKT 182.38, 282.38, 382.38 Science of Good Business 1-3 Hours Explore what good business means in multiple ways: doing well; being good; and feeling good. Examine theory, data, insights, and empirical evidence from behavioral sciences to learn how individuals and organizations can achieve "good" in a business context. Identify actionable practical applications, based on design thinking principles, that can actually be implemented in the workplace. MKT 182.39, 282.39, 382.39 Experimental Design 1-3 Hours MKT 182.4, 282.4, 382.4 Strategic Marketing 1-3 Hours Strategic marketing decisions made at the corporate and business-unit levels, and organizational issues that affect the formulation and implementation of marketing strategy; an experiential course, taught primarily through the case method and a marketing strategy computer simulation game. MKT 182.40, 282.40, 382.40 Data Analysis 1-3 Hours MKT 182.41, 282.41, 382.41 Advanced Marketing Management 1-3 Hours MKT 182.42, 282.42, 382.42 Digital Marketing and Measure 1-3 Hours MKT 182.43, 282.43, 382.43 Marketing Intelligence Capstone 1-3 Hours MKT 182.44, 282.44, 382.44 Digital Marketing 1-3 Hours Examine the strategies, frameworks, and platforms driving digital marketing success. Analyze how brands use data-informed insights, paid and organic channels, and evolving consumer behaviors to create measurable impact. Explore frameworks for digital strategy, content development, and performance optimization. MKT 182.45, 282.45, 382.45 Influence of Marketing on Society 1-3 Hours MKT 182.46, 282.46, 382.46 Artificial Intelligence for Business Leaders 1-3 Hours MKT 182.49, 282.49, 382.49 Sales Management and Strategy 1-3 Hours MKT 182.5, 282.5, 382.5 Current Topics in Consumer Marketing 1-3 Hours Reasons for the shift in allocation from advertising to promotion, and implications of this shift for the structure of packaged-goods marketing. MKT 182.51, 282.51, 382.51 Analysis of Markets 1-3 Hours MKT 182.52, 282.52, 382.52 Marketing Analytics and Information 1-3 Hours MKT 182.53, 282.53, 382.53 Analytical Tools for Marketing 1-3 Hours
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MKT 182.54, 282.54, 382.54 Data Driven Marketing 1-3 Hours

MKT 182.55, 282.55, 382.55 Data Analytics and Dynamic Pricing 1-3 Hours

Discuss nonlinear pricing, price customization, revenue management, bundling and versioning, channel pricing and auction designs in dynamic settings. Using real data sets and detailed exercises, apply these tools and concepts to diverse contexts and industries ranging from search engines to airlines, hotels and casinos to entertainment, and online retailing, utilities, social media, and self-improvement products. Explore analytical skills that can be applied in diverse settings ranging from business to policy issues and major global issues that confront an informed citizenry.

MKT 182.56, 282.56, 382.56 Marketing Analytics 1-3 Hours

Explore an introduction to a variety of approaches to analyzing firm marketing actions. Discuss preference measurement, market segmentation and targeting, customer economics, product and brand policies, pricing, advertising, and digital marketing.

MKT 182.58, 282.58, 382.58 Product Management 1-3 Hours

MKT 182.6, 282.6, 382.6 Buyer Behavior in Global Markets 1-3 Hours
The application of marketing strategy and buyer behavior principles in the global environment.

MKT 182.7, 282.7, 382.7 Industrial Marketing 1-3 Hours

Concepts, theories, and models from industrial marketing strategy provide the foundation for case analyses of a variety of technology-intensive firms, primarily in electronics, data processing, and pharmaceuticals.

MKT 182.71, 282.71, 382.71 CCIMS Marketing Fellows Practicum 1-3 Hours

MKT 182.72, 282.72, 382.72 Marketing and Customer Insights Practicum 1-3 Hours

MKT 182.8, 282.8, 382.8 Product Policy and Tactics 1-3 Hours

Tactical and strategic product decisions, with emphasis on the former. Consumer goods, with some attention to the marketing needs of industrial products and service industries; decisions about a firm's product portfolio. Uses case analyses and personal computer-oriented analytical exercises.

MKT 182.9, 282.9, 382.9 Marketing Strategy for Small Business 1-3 Hours

Basics of marketing strategy and marketing plan development; students develop such a plan for a beginning business.

MKT 282C Product Management for Executives 2 Hours

Explore product management with a focus on contemporary, in-demand marketing areas that provide the foundational knowledge, hands-on experience, and skills for today's marketing ecosystem.

MKT 282E Strategic Marketing for Executives 2 Hours

Explore how to think strategically about marketing issues; how to analyze a business situation; and how to formulate, implement, and monitor a marketing plan through a blend of lectures, case studies, and experiential simulations.

MKT 383 Acquisition, Consumption, and Disposition Behavior 3 Hours

The acquisition, consumption, and disposition of goods, services, time, and ideas by individuals, families, and organizations, examined from a managerial viewpoint.

MKT 384 Marketing Research Methodology 3 Hours

An applied approach to advanced marketing research, covering both the design and execution of marketing research projects and the management of the marketing research function.

MKT 386 Advanced Marketing Management 3 Hours

Major marketing concepts and variables, their interrelationships, and their implications for policymaking, problem solving, and strategy formulation.

MKT 188, 288, 388 Marketing Micro-topics 1-3 Hours

Focuses on contemporary, in-demand marketing topics to help develop the foundational knowledge, hands-on experience, and skills for today's marketing ecosystem.

MKT 188.1, 288.1, 388.1 Business Development Marketing Sales Leadership 1-3 Hours

MKT 188.2, 288.2, 388.2 Data Storytelling and Visualization 1-3 Hours

MKT 188.3, 288.3, 388.3 Leveraging New Media Channels 1-3 Hours

Analyze the most important trends shaping media worldwide, ranging from the emergence of content creators to how people consume content to why generative search engines have an important place next to search engine optimization, such as GEO and SEO. Examine media models that are utilized by the public and private sector and explore how the current marketing offering will evolve in the next three to five years.

MKT 188.4, 288.4, 388.4 SQL for Business and Marketing 1-3 Hours

MKT 191S, 291S, 391S, 691S Independent Study 1,2,3,6 Hours

MKT 397 Seminar: Current Topics in Marketing 3 Hours

Survey and analysis of current marketing problems; their significance, evaluation, and probable outcome.

MKT 397.10 Marketing Models II 3 Hours

Introduces state-of-the-art theoretical and empirical marketing models using deductive mathematical analysis and inductive statistical reasoning. Create novel quantitative marketing models and estimation methods and critically evaluate the models in the literature of quantitative marketing.

MKT 397.11 Causal Inference 3 Hours

Examine empirical methods for causal inference with observational data.

MKT 397.2 Marketing Management and Strategy 3 Hours

Examination from the marketing perspective of the process of strategy development and implementation at various levels of the organization: corporate, strategic business unit, and product line/brand.

MKT 397.3 Buyer Behavior 3 Hours

Theoretical examination of the acquisition and consumption of goods, services, time, and ideas by individuals and groups.

MKT 397.4 Marketing Research Methods 3 Hours

Advanced statistical procedures and analytical methods for data analysis; reliability and validity of data.

MKT 397.5 Research Topics in Marketing 3 Hours

Current research issues, methods, and models in marketing; focus on both theory and methodology.

MKT 397.6 Advanced Research Methods in Marketing 3 Hours

New methodological developments and research procedures; selected topics.

MKT 397.7 Marketing Models 3 Hours

Analytical techniques and models developed by management scientists to aid marketing-oriented decisions in contexts such as marketing mix management, new product development, and product adoptions.

MKT 397.9 Behavioral Decision Research 3 Hours

MKT 698 Thesis 6 Hours

MKT 398R Master's Report 3 Hours

Preparation of a report to fulfill the requirement for the master's degree under the report option.

MKT 399W, 699W, 999W Dissertation 3,6,9 Hours