

# MKT - Marketing

---

## Marketing: MKT

### Lower-Division Courses

**MKT 119S, 219S, 319S, 419S, 519S, 619S, 719S, 819S, 919S.**

#### Topics in Marketing.

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. May be repeated for credit when the topics vary.

### Upper-Division Courses

**MKT 320F. Foundations of Marketing.**

Restricted to non-McCombs School of Business majors. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Marketing 320F, 337, 337H, 337N. May not be counted toward the Bachelor of Business Administration degree. Prerequisite: Forty-five semester hours of college coursework.

**MKT 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S.**

#### Topics in Marketing.

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. May be repeated for credit when the topics vary.

**MKT 332F. Topics in Foundations of Marketing.**

Restricted to non-McCombs School of Business majors. Three lecture hours a week for one semester. May be repeated for credit when the topics vary.

**MKT 337. Principles of Marketing.**

Restricted to students in the McCombs School of Business. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Marketing 320F, 337, 337H, 337N. Offered on the letter-grade basis only. Prerequisite: Statistics 301 or 301H.

**MKT 337H. Principles of Marketing: Honors.**

Restricted to students in the McCombs School of Business Honors Program. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Marketing 320F, 337, 337H, 337N. Offered on the letter-grade basis only. Prerequisite: Credit or registration for Accounting 312H; and Statistics 301 or 301H.

**MKT 337N. Introduction to Marketing in New York.**

Restricted to students studying in New York City. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Marketing 320F, 337, 337H, 337N. Offered on the letter-grade basis only.

**MKT 338. Promotional Policies.**

Restricted to students in a business major. 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. Three lecture hours a week for one semester. Prerequisite: Marketing 337 or 337H.

**MKT 140S, 240S, 340S, 440S, 540S, 640S, 740S, 840S, 940S.**

#### Topics in Marketing.

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. May be repeated for credit when the topics vary.

**MKT 354. Topics in Professional Sales and Business Development.**

Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Marketing 320F, 337, 337H, or 337N.

**Topic 1: Building Sales Relationships.** 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. Additional prerequisite: Upper-division standing.

**Topic 2: Sales Strategy and Steering.** Three lecture hours a week for one semester. Marketing 354 (Topic 2) and 372 (Topic: Sales Strategy and Steering) may not both be counted. Additional prerequisite: Marketing 320F or 337 or 337H.

**Topic 3: Analytical Tools for Sales.**

**Topic 4: Marketing Channels.** 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. Marketing 354 (Topic 4) and 372 (Topic: Marketing Channels) may not both be counted.

**Topic 5: Sales Management and Strategy.** Marketing 354 (Topic 5) and 372 (Topic: Sales Management and Strategy) may not both be counted.

**Topic 6: Consumer Behavior.** Only one of the following may be counted: International Business 372T (Topic 6), Marketing 354 (Topic 6), 354 (Topic 7), 372 (Topic 2), 372 (Topic 17).

**Topic 7: Consumer Behavior in a Digital World.** 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. Only one of the

following may be counted: International Business 372T (Topic 6), Marketing 354 (Topic 6), 354 (Topic 7), 372 (Topic 2), 372 (Topic 17).

**Topic 8: Integrated Marketing Communications.** 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. Marketing 354 (Topic 8) and 372 (Topic 13) may not both be counted.

**Topic 9: Business to Business Marketing.** 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. Three lecture hours a week for one semester. Only one of the following may be counted: Marketing 372 (Topic: Business to Business Marketing), 354 (Topic 9), 372 (Topic 16).

**Topic 10: Strategy Consulting for Marketers.** Introduction to the science and art of marketing strategy consulting. Explore the consulting industry and the key concepts of successful consulting. Execution of a complete consulting engagement with an actual client. Marketing 354 (Topic 10) and 372 (Topic 26) may not both be counted.

**Topic 26: Data Analytics for Marketing.** Same as Business Analytics 372T (Topic 26). 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. Only one of the following may be counted: Business Analytics 372 (Topic 9), 372T (Topic 26), Marketing 354 (Topic 26), 372 (Topic 23).

### **MKT 360, 460. Information and Analysis.**

Restricted to students in a business major. The development and analysis of information for marketing management sources. For each semester hour of credit earned, one lecture hour a week for one semester. Marketing 360, 460 and Business Analytics 360, 460 may not both be counted. Prerequisite: Marketing 337, 337H, or 337N; and Statistics 301, 301H, 309 or 309H.

### **MKT 363. Professional Selling and Sales Management.**

Policies, operation, coordination, and control of personal selling activities in marketing organizations. Three lecture hours a week for one semester. Prerequisite: Marketing 320F, 337, 337H, or 337N

### **MKT 366P. Marketing Practicum.**

Restricted to students in a business major. 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. The equivalent of three lecture hours a week for one semester. Prerequisite: Forty-five semester hours of coursework; and Marketing 337, 337H, or 337N.

### **MKT 370. Marketing Policies.**

Restricted to students in a business major. 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. Three lecture hours a week for one semester. Prerequisite: Ninety semester hours of college coursework, including Marketing 337, 337H, or 337N; credit or registration for either Marketing 360 or 460, and one of the following: Accounting 366P, 367P, Business Administration 353, 366P, Business Analytics 366P, Finance 364P, 365P, 366P, International Business 366P, Management 347P, 366P, 367P, 369P, Management Information Systems 366P, Marketing 366P, Operations Management 366P, Real Estate 366P; and three additional semester hours of elective coursework in Marketing.

### **MKT 370K. Retail Merchandising.**

Restricted to students in a business major. 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. Three lecture hours a week for one semester. Prerequisite: Marketing 337 or 337H.

### **MKT 171T. Topics in Marketing.**

Restricted to students in a business major. One lecture hour a week for one semester. May be repeated for credit when the topics vary.

### **MKT 372T. Topics in Marketing.**

Restricted to students in a business major. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Marketing 337, 337H, or 337N; additional prerequisites vary with topic.

**Topic 1: Corporate Political Strategy.** Same as Business, Government, and Society 371. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Business, Government, and Society 371, Marketing 372 (Topic: Corporate Political Strategy), 372 (Topic 15), 372T (Topic 1). Additional prerequisite: Upper-division standing.

**Topic 4: Small Business and Entrepreneurial Marketing.** 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.

**Topic 5: Design Thinking for Business Innovation.** Focus on theoretical understanding of design thinking, which includes customer-focus, cross-functional collaboration, and an iterative process for refining products and services. Marketing 372 (Topic 5) and 372T (Topic 5) may not both be counted.

**Topic 8: Creativity and Leadership.** Marketing 372 (Topic 18) and 372T (Topic 8) may not both be counted.

**Topic 11: Brand Management.** 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. Marketing 372 (Topic 11) and 372T (Topic 11) may not both be counted.

**Topic 13: Data Driven Marketing.** Same as Business Analytics 372T (Topic 13). Explore marketing research analytics using various types of data analytics and statistical learning modes. Only one of the following may be counted: Business Analytics 372 (Topic 10), 372T (Topic 13), Marketing 372 (Topic 25), 372T (Topic 13).

**Topic 14: Global Marketing.** Same as International Business 372T (Topic 14). Restricted to students in a business major. Only one of the following may be counted: International Business 372 (Topic 16), 372T (Topic 6), 372T (Topic 14), Marketing 372 (Topic 4), 372T (Topic 14). Additional prerequisite: Marketing 337, 337H, or 337N.

**Topic 19: Pricing and Channels.** Same as Business Analytics 372T (Topic 19). Explore the concept, theory, and latest thinking that bares 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. Only one of the following may be counted: Business Analytics 372 (Topic 8), 372T (Topic 19), Marketing 372 (Topic 14), 372T (Topic 19).

**Topic 21: Strategic Product Management.** 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. Marketing 372 (Topic 21) and 372T (Topic 21) may not both be counted.

**Topic 22: Predictive Analytics and Data Mining.** Same as Business Analytics 372T (Topic 22) and Management Information Systems 372T (Topic 22). 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. Only one of the following may be counted: Business Analytics 372 (Topic 2), 372T (Topic 22), Management Information Systems 373 (Topic 17), 372T (Topic 22), Marketing 372 (Topic 22), 372T (Topic 22). Additional prerequisite: Statistics 301 or 301H.

**Topic 24: Digital Marketing.** 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. Marketing 372 (Topic 24) and 372T (Topic 24) may not both be counted.

**Topic 27: Reputational Risk and Crisis Management.** Explore what risk is, crisis management techniques, market communications, and reputational preservation. Marketing 372 (Topic 27) and 372T (Topic 27) may not both be counted.

**Topic 28: Science of Good Business.** 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. Only one of the following may be counted: Marketing 372 (Topic: Science of Good Business), 372 (Topic 28), 372T (Topic 28).

### **MKT 178, 278, 378. Marketing Micro-topics.**

Focuses on contemporary, in-demand marketing topics to help develop the foundational knowledge, hands-on experience, and skills for today's marketing ecosystem. For each semester hour of credit earned, the equivalent of one lecture hour a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Varies with topic.

**Topic 1: Data Storytelling and Visualization.** 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. Marketing 178 (Topic: Data Storytelling/Visualization) and Marketing 178 (Topic 1) may not both be counted. Additional prerequisite: Twenty-four semester hours of college credit.

**Topic 2: Negotiating Sales Solutions.** Additional prerequisite: Twenty-four semester hours of college credit.

**Topic 3: International Selling.** Additional prerequisite: Twenty-four semester hours of college credit.

**Topic 4: Sales Technology and Artificial Intelligence.** Additional prerequisite: Twenty-four semester hours of college credit.

**Topic 5: Selling in High Technology Industries.** Additional prerequisite: Twenty-four semester hours of college credit.

**Topic 6: Predictive Modeling in Sales.** Additional prerequisite: Twenty-four semester hours of college credit.

**Topic 7: Professional Purchasing and Procurement.** 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. Additional prerequisite: Twenty-four semester hours of college credit.

### **MKT 179C, 379C. Independent Research in Marketing.**

Restricted to students in a business major. Conference course. Only one of the following may be counted: Accounting 379C, Business Administration Honors 379, Business, Government, and Society 379, Finance 379C, International Business 379C, Legal Environment of Business 379, Management 379C, Management Information Systems 379, Marketing 379C, Operations Management 379, Risk Management 379. Prerequisite: Eighteen semester hours of coursework in business and economics, six of which must be upper-division; Marketing 337 or 337H; and consent of instructor. A student registering for this course must obtain written approval from the department chair's office, on forms provided for that purpose, before the first meeting of the course.

### **Graduate Courses**

#### **MKT 182, 282, 382. Topics in Analysis of Markets.**

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. For each semester hour of credit earned, the equivalent of one lecture hour a week for one semester. May be repeated for credit when the topics vary. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

**Topic 2: Analytical Methods in Marketing.** 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. Offered on the letter-grade basis only.

**Topic 3: Business and Public Policy.** 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. Offered on the letter-grade basis only.

**Topic 4: Strategic Marketing.** 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. Offered on the letter-grade basis only.

**Topic 5: Current Topics in Consumer Marketing.** Reasons for the shift in allocation from advertising to promotion, and implications of this shift for the structure of packaged-goods marketing. Offered on the letter-grade basis only.

**Topic 6: Buyer Behavior in Global Markets.** The application of marketing strategy and buyer behavior principles in the global environment. Offered on the letter-grade basis only.

**Topic 7: Industrial Marketing.** 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. Offered on the letter-grade basis only.

**Topic 8: Product Policy and Tactics.** 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. Offered on the letter-grade basis only. Additional prerequisite: Completion of Master of Business Administration core courses.

**Topic 9: Marketing Strategy for Small Business.** Basics of marketing strategy and marketing plan development; students develop such a plan for a beginning business. Offered on the letter-grade basis only.

**Topic 11: Quality and Competitiveness.** 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. Offered on the letter-grade basis only.

**Topic 12: Customer Strategy.** 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. Offered on the letter-grade basis only. Additional prerequisite: Completion of an instructor-approved internship.

**Topic 13: Pricing and Distribution Channel Strategies.** 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. Offered on the letter-grade basis only.

**Topic 14: Marketing of Services.** Organizations that market services rather than goods; differences between tangible goods and services; unique service-marketing problems and opportunities. Offered on the letter-grade basis only.

**Topic 15: Marketing High-Tech Products.** 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. Offered on the letter-grade basis only.

**Topic 16: Project Management in Fast-Cycle Environments.** Offered on the letter-grade basis only.

**Topic 18: Leveraging Marketing Metrics.** Restricted to students in the McCombs School of Business. Examines the link between marketing decisions and financial performance. Offered on the letter-grade basis only.

**Topic 19: Clients, Consulting, and Communication.** Restricted to students in the McCombs School of Business. Offered on the letter-grade basis only.

**Topic 20: Human Insights.** Restricted to students in the McCombs School of Business. Offered on the letter-grade basis only.

**Topic 22: Marketing Analytics.** Restricted to students in the masters of science in business analytics program. Offered on the letter-grade basis only.

**Topic 23: Advanced Data Analytics in Marketing.** Restricted to students in the Masters of Science in Business Analytics Program. Offered on the letter-grade basis only.

**Topic 26: Predictive Analytics and Data Mining.** Restricted to students in the McCombs School of Business. Marketing 282, 382 (Topic 17: Business Data Analysis with Data Mining) and 282, 382 (Topic 26) may not both be counted. Offered on the letter-grade basis only.

**Topic 27: Behavioral Economics.** Only one of the following may be counted: Business, Government, and Society 388; Marketing 382 (Topic: Behavioral Economics); 282, 382 (Topic 27). Offered on the letter-grade basis only.

**Topic 28: Connecting with Customers in a Digital World.** Marketing 382 (Topic: Connect with Cust Digtl Wrld) and 282, 382 (Topic 28) may not both be counted. Offered on the letter-grade basis only.

**Topic 29: Consumer Behavior in a Digital World.** Marketing 382 (Topic: Consumer Behav: Digital World) and 282, 382 (Topic 29) may not both be counted. Offered on the letter-grade basis only.

**Topic 31: Corporate Governance.** Only one of the following may be counted: Management 285, 385 (Topic 62), Marketing 382 (Topic: Corporate Governance), 282, 382 (Topic 31) Offered on the letter-grade basis only.

**Topic 32: Creativity and Leadership.** Marketing 382 (Topic: Creativity and Leadership) and 282,382 (Topic 32) may not both be counted. Offered on the letter-grade basis only.

**Topic 33: Design Thinking for Business Innovation.** 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. Marketing 382 (Topic: Dsgn Thinking For Innovatn) and 282, 382 (Topic 33) may not both be counted. Offered on the letter-grade basis only.

**Topic 34: Invisible Global Market.** Only one of the following may be counted: Advertising 391L, Latin American Studies 383, Marketing 382 (Topic: Invisible Global Market), 382 (Topic: Invisible Global Marketing) 282, 382 (Topic 34), Middle Eastern Studies 382M, Public Affairs 388N. Offered on the letter-grade basis only.

**Topic 35: Marketing for Nonmarketers.** Marketing 382 (Topic: Marketing for Nonmarketers) and 282, 382 (Topic 35) may not both be counted. Offered on the letter-grade basis only.

**Topic 36: Pricing and Channels.** Marketing 382 (Topic: Pricing Channels) and 282, 382 (Topic 36) may not both be counted. Offered on the letter-grade basis only.

**Topic 37: Strategic Branding.** Marketing 382 (Topic: Strategic Branding) and 282, 382 (Topic 37) may not both be counted. Offered on the letter-grade basis only.

**Topic 38: Science of Good Business.** 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. Marketing 382 (Topic: Science of Good Business) and Marketing 282, 382 (Topic 38) may not both be counted. Offered on the letter-grade basis only.

**Topic 41: Advanced Marketing Management.** Marketing 282 (Topic: Spec Topics in Strat Mkt) and 282, 382 (Topic 41) may not both be counted. Offered on the letter-grade basis only.

**Topic 51: Analysis of Markets.** Marketing 382 (Topic: Analysis of Markets) and 282, 382 (Topic 51) may not both be counted. Offered on the letter-grade basis only.

**Topic 52: Marketing Analytics and Information.** Marketing 382 (Topic: MKT Analytics and Information) and 282, 382 (Topic 52) may not both be counted. Offered on the letter-grade basis only.

**Topic 53: Analytical Tools for Marketing.** Marketing 382 (Topic: Analytical Tools for Marketing) and 282, 382 (Topic 53) may not both be counted. Offered on the letter-grade basis only.

**Topic 54: Data Driven Marketing.** Marketing 382 (Topic: Data Driven Marketing) and 282, 382 (Topic 54) may not both be counted. Offered on the letter-grade basis only.

**Topic 55: Data Analytics and Dynamic Pricing.** 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. Marketing 382 (Topic: Data Analytic & Dynamic Pricing) and Marketing 282, 382 (Topic 55) may not both be counted. Offered on the letter-grade basis only.

**Topic 56: Marketing Analytics.** 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. Only one of the following may be counted: Marketing 382 (Topic: MKT Analy & Application), 382 (Topic: Analy/Applicatn in MKT), 282, 382 (Topic 56). Offered on the letter-grade basis only.

**Topic 57: Product and Brand Management.** 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 of growing and managing a brand while integrating it seamlessly into the overall marketing activities of the firm. Marketing 182 (Topic 57) and Marketing 282 (Topic: Product/Brand MGMT) may not both be counted. Offered on the letter-grade basis only.

**Topic 71: CCIMS Marketing Fellows Practicum.** Restricted to students in the Marketing Fellows and Marketing Labs programs. Marketing 382 (Topic: CCIMS Marketing Fellows Pract) and 282, 382 (Topic 71) may not both be counted. Offered on the letter-grade basis only.

**Topic 72: Marketing and Customer Insights Practicum.** Marketing 382 (Topic MKT & Customer Insights Pract) and 282, 382 (Topic 72) may not both be counted. Offered on the letter-grade basis only.

### **MKT 282C. Product Management for Executives.**

Restricted to students in the Executive MBA Program. 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. Two lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

### **MKT 282E. Strategic Marketing for Executives.**

Restricted to students in the Executive MBA Program. 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. Two lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

### **MKT 383. Acquisition, Consumption, and Disposition Behavior.**

The acquisition, consumption, and disposition of goods, services, time, and ideas by individuals, families, and organizations, examined from a managerial viewpoint. Three lecture hours a week for one semester. Prerequisite: Graduate standing.

### **MKT 384. Marketing Research Methodology.**

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. Three lecture hours a week for one semester. Prerequisite: Graduate standing, three semester hours of coursework in marketing, and three semester hours of coursework in statistics.

### **MKT 386. Advanced Marketing Management.**

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

formulation. Three lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Graduate standing.

### **MKT 188, 288, 388. Marketing Micro-topics.**

Focuses on contemporary, in-demand marketing topics to help develop the foundational knowledge, hands-on experience, and skills for today's marketing ecosystem. For each semester hour of credit earned, the equivalent of one lecture hour a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing. Additional prerequisites may vary with topics.

### **MKT 191C, 291C, 391C, 691C. Independent Study.**

For each hour of credit earned, the equivalent of one lecture hour a week for one semester. May be repeated for credit. Prerequisite: Graduate standing and consent of instructor.

### **MKT 397. Seminar: Current Topics in Marketing.**

Survey and analysis of current marketing problems; their significance, evaluation, and probable outcome. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing and consent of instructor.

#### **Topic 1: Marketing Theory and Development of Marketing Thought.**

Analysis of marketing phenomena and their causes. Provides a historical framework to study issues among key components of the marketing system (customers, distributors, and manufacturers).

**Topic 2: Marketing Management and Strategy.** 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.

**Topic 3: Buyer Behavior.** Theoretical examination of the acquisition and consumption of goods, services, time, and ideas by individuals and groups.

**Topic 4: Marketing Research Methods.** Advanced statistical procedures and analytical methods for data analysis; reliability and validity of data.

**Topic 5: Research Topics in Marketing.** Current research issues, methods, and models in marketing; focus on both theory and methodology.

**Topic 6: Advanced Research Methods in Marketing.** New methodological developments and research procedures; selected topics.

**Topic 7: Marketing Models.** 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.

**Topic 8: Quantitative Marketing Strategy.** Decision models and analytical procedures used in strategic decision making in marketing; strategic planning approaches, industry analysis (models related to growth in sales and competition), competitive structure (approaches for market structure analysis), and new product design and development models.

**Topic 9: Behavioral Decision Research.**

**Topic 10: Marketing Models II.** Restricted to doctoral students in McCombs School of Business. 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. Three lecture hours a week for one semester.

### **MKT 698. Thesis.**

The equivalent of three lecture hours a week for two semesters. Offered on the credit/no credit basis only. Prerequisite: For 698A, graduate

standing in marketing and consent of the graduate adviser; for 698B, Marketing 698A.

**MKT 398R. Master's Report.**

Preparation of a report to fulfill the requirement for the master's degree under the report option. The equivalent of three lecture hours a week for one semester. Offered on the credit/no credit basis only. Prerequisite: Graduate standing in marketing and consent of the supervising faculty member.

**MKT 399W, 699W, 999W. Dissertation.**

May be repeated for credit. Offered on the credit/no credit basis only. Prerequisite: Admission to candidacy for the doctoral degree.

**Professional Courses**