

MKT - Marketing

Marketing: MKT

Lower-Division Courses

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 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: Credit or registration for the following: Business Administration 324 or 324H; and Statistics 371G or 371H, or Statistics 235 or 235H and Decision Science 235 or 235H.

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 the following: Accounting 312H; and Business Administration 324H; and Economics 304K and 304L; and Statistics 371H, or Statistics 235H and Decision Science 235H.

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 or 337H.

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.

MKT 360, 460. Information and Analysis.

Same as Business Analytics 360. Same as Business Analytics 460. 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 or 337H, 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 or 337 or 337H.

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: Completion of forty-five semester hours of coursework and Marketing 337 or 337H.

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 or 337H; credit or registration for either Marketing 360 or 460, and one of the following: Business Administration 353, 366P, Accounting 366P, Business Analytics 366P, International Business 366P, Finance 364P, 365P, 366P, Management 347P, 366P, 367P, 369P, Management Information Systems 366P, Marketing 366P, Operations Management 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 172, 272, 372. Marketing Seminar.

Restricted to students in a business major. Deeper-dive into principal marketing techniques and the analysis of contemporary problems. For each semester hour of credit earned, one lecture hour a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Marketing 337 or 337H; additional prerequisites vary with topic.

Topic 1: Market Area Decisions.

Topic 2: Consumer Behavior. Only one of the following may be counted: Marketing 372 (Topic: Consumer Behavior in a Digital World), 372 (Topic 2), 372 (Topic 17).

Topic 3: Implementing Marketing Concepts. Implementation of marketing concepts in a real-world setting through participation in marketing projects with area companies. Additional prerequisite: Consent of instructor.

Topic 4: Global Marketing. Marketing 372 (Topic 4) and International Business 172, 272, 372 (Topic 16) may not both be counted.

Topic 5: Design Thinking for Business Innovation. Focuses on gaining a theoretical understanding of design thinking, including: Customer-focus, cross-functional collaboration, and an iterative process for refining products and services. Intended for budding entrepreneurs and those interested in understanding the processes involved in taking a new product/service idea to market. Marketing 372.5 and 372 (Topic: Design Thinking for Busn Innov) may not both be counted.

Topic 6: Marketing for Entrepreneurs. Focuses on the issues facing smaller and start-up businesses, including introduction to entrepreneurship, differentiation of the offering, mass markets versus selective markets, guerilla marketing, the business model and business plan, and capital markets. Marketing 372 (Topic: Marketing for Entrepreneurs) and 372 (Topic 6) may not both be counted.

Topic 11: Brand Management. Addresses the strategic importance of branding and concepts, frameworks, and strategies for building, leveraging, and defending strong brands. 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: Brand Management) and 172, 272, 372 (Topic 11) may not both be counted.

Topic 12: Contemporary Issues in Marketing. Covers current marketing challenges including reality ethics marketing services, anticipating and using market trends, and capturing the attention of the brain. Marketing 372 (Topic: Contemporary Issues in Marketing) and 172, 272, 372 (Topic 12) may not both be counted.

Topic 13: Integrated Marketing Communications. Exploration of basic message development and dissemination across ever evolving media types, using a focus on the brain and emotions, as well as an intense examination of persuasion and core belief formation. Focus on group development of an IMC plan for a social issue. Marketing 372 (Topic: Integrated Marketing Communications) and 172, 272, 372 (Topic 13) may not both be counted.

Topic 14: Pricing and Channels. Explores the concepts, theory and latest thinking bearing on the key issues in pricing and channels, taking the perspective of the marketing manager. Provides an opportunity, through extensive case analyses and multiple assignments, to apply concepts and theory to the solution of pricing and channel problems in realistic business settings. Only one of the following may be counted: Marketing 372 (Topic: Pricing and Channels), 372 (Topic 14), Business Analytics 372 (Topic 8).

Topic 15: Corporate Political Strategy. A study of 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. Only one of the following may be counted: Business, Government, and Society 371, Marketing 372 (Topic: Corporate Political Strategy), 172, 272, 372 (Topic 15).

Topic 16: 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. Marketing 372 (Topic: Business to Business Marketing) and 172, 272, 372 (Topic 16) may not both be counted.

Topic 17: Consumer Behavior in a Digital World. Examines 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: Marketing 372 (Topic: Consumer Behavior in a Digital World), 372 (Topic 2), 372 (Topic 17).

Topic 18: Creativity and Leadership. Exploration of the determinants for a meaningful and fulfilling life. Marketing 372 (Topic: Creativity and Leadership) and 172, 272, 372 (Topic 18) may not both be counted.

Topic 19: Marketing Analytics II. Covers advanced analytics problems focusing on methodologies and their implementations, how marketing analytics allows companies to gain an advantage by serving customers better than their competitors. Marketing 372 (Topic: Marketing Analytics II) and 172, 272, 372 (Topic 19) may not both be counted.

Topic 21: Strategic Product Management. Explores 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. Analytical tools, case discussions, and real-world derived projects will be the key learning tools. Marketing 372 (Topic: Strategic Product Management) and 172, 272, 372 (Topic 21) may not both be counted.

Topic 22: Predictive Analytics and Data Mining. Comprehensive 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. No technical skills or prior knowledge required. Only one of the following may be counted: Business Analytics 357, 372 (Topic 2), Management Information Systems 373 (Topic 17), Marketing 372 (Topic: Predictive Analytics and Data Mining), 372 (Topic 22). Additional prerequisite: Statistics 301, 301H, 309 or 309H.

Topic 23: Data Analytics for Marketing. Introduction to the world of making more effective marketing decisions through the use of data. Examines sources of data, methods of collecting and cleaning the data, analyzing the data, and finally presenting the data in meaningful and impactful ways. Using real-world data and applications from a variety of industries, the objective is to assist in familiarizing with the empirical and analytical tools needed to make effective marketing decisions in the age of large and plentiful datasets. Only one of the following may be counted: Marketing 372 (Topic: Data Analytics for Marketing), 372 (Topic 23), Business Analytics 372 (Topic 9).

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:

Digital Marketing) and 172, 272, 372 (Topic 24) may not both be counted.

Topic 25: Data Driven Marketing. Exploration of marketing research analytics using various types of data analytics and statistical learning models. Only one of the following may be counted: Marketing 372 (Topic: Data Driven Marketing), 372 (Topic 25), Business Analytics 372 (Topic 10).

Topic 26: Strategy Consulting for Marketers. Hands-on introduction to the science and art of marketing strategy consulting. Explores the consulting industry and the key concepts of successful consulting. Execution of a complete consulting engagement with an actual client. Marketing 372 (Topic: Strategy Consulting for Marketers) and 172, 272, 372 (Topic 26) may not both be counted.

Topic 27: Reputational Risk and Crisis Management. Exploration of what risk is, crisis management techniques, market communications, and reputational preservation via readings, cases and guest speakers. Marketing 372 (Topic: Reputational Risk and Crisis Management) and 172, 272, 372 (Topic 27) may not both be counted.

Topic 28: 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 372 (Topic: Science of Good Business) and Marketing 172, 272, 372 (Topic 28) may not both be counted.

Topic 29: Customer Analytics and Database Marketing.

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 179C, 379C,

Business, Government, and Society 179, 379, Finance 179C, 379C, International Business 179C, 379C, Legal Environment of Business 179, 379, Management 179C, 379C, Management Information Systems 179, 379, Marketing 179C, 379C, Operations Management 179, 379, Risk Management 179, 379. Prerequisite: Eighteen semester hours of coursework in business and economics, six of which must be upper-division; Marketing 337 or 337H with a grade of at least C-; 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. 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 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 Pricng) 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: Anly/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