

Marketing (MKT)

MKT 505 - NEW VENTURE STRATEGIES

Semester Hours: 3

Theory and application of both marketing and management strategies for start-up, operation and control of new ventures. The course also discusses the role of entrepreneurship in the economy. Same as MGT 505.

MKT 515 - INTERNATIONAL MARKETING

Semester Hours: 3

Procedures and problems associated with establishing and carrying out marketing operations in or with foreign countries and companies. Institutions, principles, and methods involved in solving these business problems. Effect of national differences in business practices and regulation.

MKT 520 - SERVICES MARKETING

Semester Hours: 3

The course focuses on the unique challenges of managing services and delivering quality service to customers. The course is equally applicable to organizations whose core product is services (e.g., banks, hospitals, aerospace and defense firms, non-profit organizations) and to organizations that depend on service excellence and services for competitive advantage (high technology firms, industrial firms).

MKT 565 - NEW VENTURE CHALLENGE

Semester Hours: 3

It is the intent of this course to create teams of students who will take a technology to the next level with the potential for the creation of a venture team. The course will take students through the process of conceiving and creating a new business. The goal is to provide a solid background with practical applications of important concepts for non-business majors or business majors with limited or no experience in an entrepreneurial environment. Finance, accounting, marketing and management will be addressed from a hands-on, entrepreneurial perspective. The course will rely on Podcast discussion, participation, case analysis, and the creation of a business plan. Prerequisite: MKT 505 and MKT 604.

MKT 575 - ADVANCED MARKETING SEMINAR

Semester Hours: 3

Investigation of advanced marketing topics that are relevant to contemporary marketing practices. The course will focus on current issues related to marketing in a high technology environment, relationship marketing, channel design and strategy, transportation, and logistics. Prerequisite: MKT 600.

MKT 580 - MARKETING MANAGEMENT

Semester Hours: 3

Management of marketing function of the firm: determination of objectives, organization and controls for effective utilization of marketing resources in coordinated effort with other major functional areas. Identification and selection of market opportunities. Competitive strategies and development of marketing policies and programs.

MKT 590 - SPECIAL PROJECTS

Semester Hours: 3

Independent study in an area of interest to the student in the field of marketing.

MKT 595 - INTERNSHIP IN MARKETING

Semester Hours: 3

Active involvement in a project in a business enterprise, professional organization, or in a government agency that has particular interest and relevance to the student.

MKT 600 - SURVEY OF MARKETING MGMT

Semester Hours: 3

Seminar format with case analysis is used to introduce students to the tools and concepts necessary for planning, organizing, and controlling marketing activities. Typical topics include market analysis and segmentation, market planning, market research, and product pricing, promotion, and distribution strategies.

MKT 602 - MARKETING RESEARCH DESIGN

Semester Hours: 3

Application based course exploring the principles and purposes of marketing research. Covers research design, questionnaire development, sample selection, data collection, data analysis, and report generation. Focus is on the gathering and use of information for better decision making.

MKT 604 - NEW PRODUCT DEVELOPMENT

Semester Hours: 3

Practical management of new product development methods and techniques from current research and successful industrial practice. An in-depth review of concepts, empirical findings, and paradigms that collectively form the foundation for the design and marketing of new products. An overview of emerging concepts, analytical techniques, empirical findings and paradigms that alter the nature, scope, and practice of marketing emerging technologies. Prerequisite: MKT 600 and MGT 601.

MKT 606 - MKT IN HIGH TECH ENVIRON

Semester Hours: 3

Investigation of the many functions, strategies, systems, environmental forces, and competitive activities involved in the marketing of ideas, goods, and services to organizational customers which include businesses, industries, institutions, and governments. These issues will be evaluated within the context of a high technology environment. Using a seminar format, case analysis and class participation will be important dimensions of the course. Prerequisite: MKT 604.

MKT 650 - SELECTED RESEARCH TOPICS

Semester Hours: 3

Research on a particular topic relevant to marketing by one student or a group of students. The research paper must be an original contribution showing a research design and results that meet the highest standards of social science research.