MARKETING (MK)

MK 610. Research for Marketing and Business Decisions. 3 Credits.
The course provides a managerial approach to market research activities.
The goal is to enable students to evaluate market research projects and
to interpret and apply research information toward marketing decisions.
The research process is discussed and qualitative as well as quantitative
methodologies are systematically reviewed. Attention is paid to how to
analyze and present research findings.
Prerequisites: Take MBA 645.
Offered: As needed

MK 611. Managing Marketing Communications. 3 Credits.
This course explores the many ways marketers communicate with other
businesses and with consumers to inform and influence decision-making.
The course introduces students to the philosophy, strategy and practices
of integrated marketing communications (IMC). To effectively plan,
implement and evaluate IMC programs requires an understanding of the
firm’s overall marketing strategy and process, insight into consumers’
needs, grounding in communications theory, and a working knowledge
of various IMC tools 150 including advertising, direct marketing, public
relations, sales promotion, point-of-purchase displays and personal
selling. Strategic and creative issues are covered.
Prerequisites: Take MBA 645.
Offered: As needed

MK 612. New Product Marketing. 3 Credits.
This course introduces students to the specialized areas, within
marketing management, of product development, brand management
and pricing strategy. The primary topic of the course is new product
management. This includes strategic planning, idea generation, business
analysis, design, testing and introduction of new products to market.
Related topics are issues in brand management and pricing strategy and
tactics.
Prerequisites: Take MBA 645.
Offered: As needed

MK 613. Marketing Planning. 3 Credits.
This course provides students with the tools to conduct analyses
of markets for products and services and covers how to develop a
marketing plan that includes goal definition, product strategy and
positioning, description of the mix of marketing activities to achieve the
objectives, contingency plans and controls.
Prerequisites: Take MBA 645.
Offered: As needed

MK 614. Agile Marketing. 3 Credits.
Agile marketing emphasizes flexibility, collaboration, and rapid iteration.
It is based on the principles of agile management, which values customer
collaboration, responding to change, and delivering working solutions
quickly and frequently. This course covers the principles of agile
marketing, the creation of cross-functional teams, the prioritization and
management of projects using agile methodologies, and the evaluation of
agile marketing campaigns. Students gain skills and knowledge to thrive
in a rapidly changing marketing landscape, where the ability to adapt
quickly and respond to customer needs is critical for success.
Prerequisites: Take MBA 645
Offered: As needed

MK 615. Managing Marketing Channels. 3 Credits.
This is an introduction to the design, evaluation and management of
distribution channels. Topics include strategic issues in designing
distribution channels, channel member roles, managing channel conflict,
evaluation of channel performance, motivation of channel members,
managing a hybrid mix of traditional and non-traditional channels, and
channel logistics (transportation, inventory, materials handling and
information management).
Prerequisites: Take MBA 645.
Offered: As needed

MK 616. Digital Marketing. 3 Credits.
This course introduces students to topics and issues employed by
marketing managers as they develop and implement their digital
marketing strategies. Topics include; marketing analytics, digital
business models, digital marketing channels, search engine marketing,
social media and mobile marketing. The class incorporates experiential
learning opportunities which enable students to bridge the gap between
marketing theory and managerial practice.
Prerequisites: Take MBA 645.
Offered: As needed

MK 618. Global Branding and Marketing. 3 Credits.
The class examines global brands created in different parts of the world
including Africa, Asia, Europe, and the Americas. Topics include global
market segmentation, understanding global consumers and markets,
developing global market-entry strategies, using digital marketing
technologies in global markets, understanding global logistics, supply
chains and distribution channels, and developing financial projections
associated with global branding. The class involves a combination of
lectures and case studies to help students develop their skills in global
branding and marketing. Students gain skills and knowledge to thrive in a
rapidly changing global landscape.
Prerequisites: Take MBA 645
Offered: As needed

MK 619. Marketing Analytics. 3 Credits.
Topics covered in this course include market segmentation, marketing
mix analysis, product bundle optimization and social network analysis.
In addition, students are introduced to the basics of effective visual
presentation of quantitative information. Weekly homework with real
business data allows students to explore a variety of analytic techniques
and answer actual problems. Students leave with a knowledge of a
variety of advanced techniques, in-demand analytic reasoning skills, and
an understanding of methodological debates, trade-offs, and resource
allocation for data projects.
Prerequisites: Take MBA 645
Offered: As needed

MK 620. Applied Consumer Behavior Research. 3 Credits.
This course provides a basic understanding of the major concepts and
theories in consumer decision-making and behavior and how these
can be used as the basis for empirical research on the way consumers
process information, form preferences and make buying choices. This is
a course in which theories from psychology, sociology and economics are
applied to the study of consumer behavior.
Prerequisites: Take MBA 645.
Offered: As needed
MK 697. Special Topics in Marketing.  3 Credits.
This special topics course includes treatment level of one or more
issues in marketing. Subject matter varies at each course offering
depending upon the interest of students and faculty, and changes in the
marketplace.
Prerequisites: None
Offered: As needed