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 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 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 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.
Offered: As needed