

## Fall 2020 Course Descriptions as of 03/30/2020 08:12 PM

Information in Browse Course Catalog is subject to change. Information is term specific. Please refer to the appropriate term when searching for course content. Key to Course Descriptions may be found at: [http://rcs.registrar.arizona.edu/course\\_descriptions\\_key](http://rcs.registrar.arizona.edu/course_descriptions_key).

### Marketing (MKTG)

#### **MKTG 293: Internship** (1 - 3 units)

**Description:** Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 2 times.

**Course typically offered:**

Main Campus: Fall, Spring

#### **MKTG 297: Careers in Marketing** (1 unit)

**Description:** This course exposes students to a variety of marketing fields with limited-to-no campus recruiting efforts. The course will allow those interested in marketing careers to learn career paths and enhance your skill set to potentially pursue an internship as well as provide insight as to whether this would be a viable career choice.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Workshop Required

**Course typically offered:**

Main Campus: Spring

#### **MKTG 304: Marketing Information and Analysis** (2 units)

**Description:** Overview of common marketing research techniques and their usage in making effective marketing decisions; topics include collection and analysis of data, interpretation and reporting of results.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Summer

**Recommendations and additional information:** BNAD 303 and one of the following: ACCT 200, ECON 200 or MKTG 301. Acceptance into Marketing Minor Program - see department

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 306: Marketing and Human Behavior (2 units)**

**Description:** Overview of how fundamental concepts, principles and theories from psychology, sociology, anthropology can be used to understand why customers purchase products, the decision processes they use, and the social influences upon them.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Summer

**Recommendations and additional information:** BNAD 303 and one of the following: ACCT 200, ECON 200 or MKTG 301. Acceptance into Marketing Minor Program, contact department.

**MKTG 307: Creative Advertising** (2 units)

**Description:** The theory and practice of advertising with an emphasis on methods used by advertising professionals to enhance informational and persuasive communication.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:**    Lecture                  Required

**Course typically offered:**

Main Campus: Summer

**Recommendations and additional information:** BNAD 303 and one of the following: ACCT 200, ECON 200 or MKTG 301. Acceptance into Marketing Minor Program - see department

**MKTG 308: Personal Selling** (2 units)

**Description:** The role of personal selling techniques, customer relationships, and negotiation in organizations; the application of personal selling skills in sales occupations, business interactions and personal development.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Summer

**Recommendations and additional information:** BNAD 303 and one of the following: ACCT 200, ECON 200 or MKTG 301.

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 309: Marketing Communication Tools** (2 units)

**Description:** Overview of various topics in marketing communications to include public relations, direct marketing, collateral materials, event marketing, and guerilla marketing techniques.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Summer

**Recommendations and additional information:** BNAD303 and one of the following: ACCT 200, ECON 200 or MKTG 301.

**MKTG 310: Marketing Planning and Execution** (2 units)

**Description:** Integration of the knowledge and skills from the required marketing and business courses; the creation of a marketing plan is the primary learning activity in this course.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Summer

**Recommendations and additional information:** BNAD 303, MKTG 304. Acceptance into Marketing Minor Program - see department

**MKTG 355: Sports Marketing Management** (3 units)

**Description:** Marketing concepts and strategies unique to organizations in the sports industry; focus will be on the management of various marketing activities and creation of marketing plans for sports teams.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Equivalent to:** MGMT 355

**Also offered as:** MGMT 355

**Course typically offered:**

Main Campus: Fall, Winter, Spring, Summer

Online Campus: Summer

**Home department:** Management & Organizations

**Enrollment requirement:** ECON 200 and (ACCT 200 or ACCT 250)

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 361: Introduction to Marketing** (3 units)

**Description:** Role of marketing in the economy and in business and nonprofit organizations; environmental factors affecting marketing; nature of marketing management decisions.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Spring, Summer

Online Campus: Fall

Distance Campus: Fall

**Enrollment requirement:** Adv Stdg: Accounting, Business Management, Business Economics, Finance, Marketing, MIS, Ops Management, General Business or Entrepreneurship.

**MKTG 376: Marketing Analytics for Decision Making** (3 units)

**Description:** Quantitative and analytical skills related to marketing; includes use of statistical packages and analysis with common marketing and financial metrics.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Equivalent to:** ECON 376, MAP 376

**Course typically offered:**

Main Campus: Fall, Spring, Summer

Online Campus: Fall

Distance Campus: Fall

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 391: Preceptorship** (1 - 3 units)

**Description:** Specialized work on an individual basis, consisting of instruction and practice in actual service in a department, program, or discipline. Teaching formats may include seminars, in-depth studies, laboratory work and patient study.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 4 times.

**Course typically offered:**

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 393: Internship** (1 - 3 units)

**Description:** Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stgd: Marketing.

**MKTG 399: Independent Study** (2 - 4 units)

**Description:** Qualified students working on an individual basis with professors who have agreed to supervise such work.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stgd: Marketing.

**MKTG 399H: Honors Independent Study** (1 - 3 units)

**Description:** Qualified students working on an individual basis with professors who have agreed to supervise such work.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stgd: Marketing. Honors active.

**Honors Course:** Honors Course

**Honors Course:** Honors Course

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**Description:** Marketing concepts and techniques for organizations whose core product is service; topics include quality service delivery, customer attraction and retention, relationship marketing, etc.

**Career:** Undergraduate

**Equivalent to:** MKTG 424, RCS 424

**Recommendations and additional information:** MKTG 361. Credit allowed for this course or RCSC 424 but not for both.

**Enrollment requirement:** Adv Stdg: Marketing.

**Description:** The proliferation of the internet, mobile, and other digital technologies has changed the nature of the marketplace and offered new opportunities for both consumers and marketers. This course will discuss how digital technologies have changed the marketplace and help students acquire the theoretical understanding and practical tools needed to build an effective digital marketing strategy. Specifically, the course will help students understand how the digital environment has changed consumer behavior, what features to include in a customer-friendly website, how to leverage search marketing and social media to attract customers, and how to assess the effectiveness of different digital marketing tactics. In order to develop these skills, students will be required to (a) complete assigned readings, (b) analyze case studies, (c) actively contribute to class discussions, (d) complete a final examination, and (e) develop and implement an actual digital marketing strategy as part of a group project.

**Career:** Undergraduate

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** MKTG 361

**Description:** The management and development of effective advertising communications; needs and market identification, message creation, media selection, and measurement of results.

**Career:** Undergraduate

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 426: Pricing & Channels** (3 units)

**Description:** Great products and services are supported by attractive advertising and distribution create value for the customer while effective pricing captures value for the company. Although pricing cannot fully compensate for poor product development, promotion and distribution, ineffective pricing can surely prevent those efforts from resulting in financial success. Many companies create great value for their customers yet fail to capture that value in their earnings due to lack of integration between their value creation activities and their pricing decisions. Experts say that for marketing strategists, pricing is the moment of truth. The purpose of this course is to equip you with the required expertise, this course covers theories, conceptual frameworks and analytical tools used to make effective pricing decisions. Pricing strategy of a company is constrained by its choice of "marketing channels and distribution systems" to deliver value. This course also examines key issues in designing and managing marketing channels to minimize channel conflict and maximize value capture.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** MKTG 361.

**MKTG 428: Sales Communications** (3 units)

**Description:** Persuasion, negotiation, and customer relationship management in interpersonal marketing communications; application of selling skills in business settings.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 430: Retail Marketing** (3 units)

**Description:** Retail marketing addresses the marketing, management and competitive strategy issues that confront retail enterprises. Particular attention is given to the determinants of the profitability of high performance retailers. Major attention is given to strategic planning, competitive analysis, market selection and retail location, merchandise budgeting and control, and store layout and design. Finally, this course will help you develop your competences in integrative marketing thinking, global/cultural awareness, and information literacy and consequently help develop skills that can be used to enhance these competences.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 440: Marketing Research for Decision Making** (3 units)

**Description:** Concepts and techniques of research for marketing decisions; problem definition, determination of information needs, sources, methods of gathering and analyzing data; presentation of findings for management.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Equivalent to:** MKTG 480

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361, MKTG 376, MKTG 450. Credit allowed for only one of these courses: MKTG 440 or MKTG 480.

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 450: Consumer Insights** (3 units)

**Description:** Customer behavior and the application of concepts and research findings from the behavioral sciences in the solution of marketing problems.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.



**MKTG 451: Visual Analytics for Marketing (3 units)**

**Description:** Advances in technology and internet have generated considerable interest to build huge customer databases that can be used to develop and implement customer relationship management (CRM) programs. CRM came into vogue in the nineties. Since then it has become a "hot topic" and is rapidly evolving. Firms have invested considerable financial resources in setting up CRM programs. Implementing a CRM marketing program entails creating a customer database, extracting meaningful information from the database using analytical techniques (commonly referred to as data mining), developing strategies and implementing them. This course starts with a brief description of a CRM template and spends most of the time teaching Data Analytics using SPSS.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall

**Enrollment requirement:** MKTG 361.

**MKTG 452: Integrated Marketing Communications (3 units)**

**Description:** The management of all promotion mix elements in providing integrated marketing communications to markets; topics include advertising, public relations, sales promotions and new media.

**Grading basis:** Regular Grades

**Career:** Undergraduate

<b>Course Components:</b>	Lecture	Required
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**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information: MKTG 361.**

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 453: Brand Management (3 units)**

**Description:** This course is an in-depth study of brands, branding strategies, and consumer and brands relationships. Emphasis will be placed on strategic planning to effectively use promotional tools (advertising, online marketing, social media) to convey brand value to consumers.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Spring

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**-SA** represents a Student Abroad & Student Exchange offering  
**-CC** represents a Correspondence Course offering  
**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 454: Management of Sales Operations** (3 units)

**Description:** The sales function and its relationship to the total marketing program; sales strategies and objectives; development and administration of sales organizations; control and evaluation of sales operations.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Also offered as: MGMT 454**

**Co-convened with: MKTG 554**

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing or Business Management.

**MKTG 455: Management of Distribution Systems** (3 units)

**Description:** Nature and operation of channels in the distribution of goods and services; economic and behavioral problems in wholesaling and retailing; marketing logistics.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 456: International Marketing Management** (3 units)

**Description:** Marketing operations for foreign environments; cultural, political and economic factors affecting the international marketer.

**Grading basis:** Regular Grades

**Career:** Undergraduate

<b>Course Components:</b>	Lecture	Required
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**Course typically offered:**

Main Campus: Spring

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 458: Health Care Marketing** (3 units)

**Description:** This course provides an overview and applications of health care marketing theories and methods for health care and public health organizations.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Also offered as: PHPM 458**

**Co-convened with: MKTG 558**

**Course typically offered:**

Main Campus: Spring

Online Campus: Spring

**Home department:** Community, Environment & Pol

**Enrollment requirement:** Majors: Public Health, Marketing, Public Management, Public Management & Policy, Business Administration, and Entrepreneurship. Senior status.

**MKTG 459: Product Innovation** (3 units)

**Description:** Product (services) strategy for achieving financial growth; evaluating opportunities; generating ideas; launching new offerings; managing the product (services) portfolio.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 460: Special Topics in Marketing (3 units)**

**Description:** This course will explore emerging and relevant topics in the field of marketing that are not covered in other courses.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:**    Lecture                  Required

**Repeatable:** Course can be repeated a maximum of 2 times.

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 470: Marketing, Law and Society** (3 units)

**Description:** Economic, psychological and philosophical bases for analyzing legal and ethical questions in marketing management and government regulation. Applications to current issues.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:**      Lecture                              Required

**Recommendations and additional information:** MKTG 361.

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 471: Marketing Policies and Operations** (3 units)

**Description:** An integrative, capstone course focusing on comprehensive marketing problems; development, control, and auditing of marketing organizations and operations.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:**      Lecture                              Required

**Course typically offered:**

Main Campus: Fall, Spring, Summer

**Recommendations and additional information:** MKTG 361, MGMT 310A, FIN 311, MKTG 376, and 6 additional units of 400-level marketing courses. Credit only for one of: MGMT 471 or MKTG 471.

**Enrollment requirement:** Adv Stdg: Marketing.

**Writing Emphasis:** Writing Emphasis Course

**MKTG 480: Marketing Research for Entrepreneurs** (3 units)

**Description:** Concepts and techniques of research for marketing decisions with a focus on new ventures and new product development.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:**      Lecture                              Required

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information:** FIN 311, MKTG 361, ECON 300. Credit allowed for only one of MKTG 440 or MKTG 480.

**Enrollment requirement:** Adv Stdg: Entrepreneurship.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 483: Marketing Planning and Operational Decision-Making** (4 units)

**Description:** New product development; marketing programming and strategy; bargaining technique; individual and group decision-making processes.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Lecture Required

**Equivalent to:** MAP 483, MKTG 483

**Also offered as:** MGMT 483

**Course typically offered:**

Main Campus: Spring

**Recommendations and additional information:** ECON 330, FIN 311, MKTG 361. Open only to entrepreneurship program students.

**Home department:** Management & Organizations

**Enrollment requirement:** Adv Stdg: Business Management.

**MKTG 496H: Honors Seminar** (1 - 3 units)

**Description:** The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of such research through discussion, reports, and/or papers

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Seminar Required

**Repeatable:** Course can be repeated a maximum of 2 times.

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361, MKTG 440, consent of instructor.

**Enrollment requirement:** Student must be active in the Honors College.

**Honors Course:** Honors Course

**Honors Course:** Honors Course

**MKTG 498: Senior Capstone** (1 - 3 units)

**Description:** A culminating experience for majors involving a substantive project that demonstrates a synthesis of learning accumulated in the major, including broadly comprehensive knowledge of the discipline and its methodologies. Senior standing required.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stdg: Marketing.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 498H: Honors Thesis** (3 units)

**Description:** An honors thesis is required of all the students graduating with honors. Students ordinarily sign up for this course as a two-semester sequence. The first semester the student performs research under the supervision of a faculty member; the second semester the student writes an honors thesis.

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated for a maximum of 6 units.

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stdg: Marketing. Honors active.

**Honors Course:** Honors Course

**Honors Course:** Honors Course

**Writing Emphasis:** Writing Emphasis Course

**MKTG 499: Independent Study** (1 - 5 units)

**Description:** Qualified students working on an individual basis with professors who have agreed to supervise such work.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

**Enrollment requirement:** Adv Stdg: Marketing.

**MKTG 499H: Honors Independent Study** (1 - 3 units)

**Description:** Qualified students working on an individual basis with professors who have agreed to supervise such work

**Grading basis:** Regular Grades

**Career:** Undergraduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 2 times.

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 361, MKTG 440, consent of instructor.

**Enrollment requirement:** Adv Stdg: Marketing. Honors active.

**Honors Course:** Honors Course

**Honors Course:** Honors Course

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**Description:** Market and customer analysis for product service, price, promotion and distribution decisions; study of marketing management theories and practices to maximize customer value and satisfaction.

**Career:** Graduate

**Course typically offered:**

Main Campus: Fall

**Description:** Marketing concepts and strategies for organizations whose core product is service; topics include service quality, customer attraction and retention, service delivery, service promotion, etc.

**Career:** Graduate

**Recommendations and additional information:** MKTG 510.

**Description:** Application of communications theory and research findings in advertising, sales promotion, publicity, personal selling; planning, conduct and administration of programs of information and persuasion.

**Career:** Graduate

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information:** MKTG 500.

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 531: Introduction to Social Media Marketing** (3 units)

**Description:** This course is designed to introduce students to the complexities of social media marketing through revealing foundational theories and associated concepts of collective behavior, social influence, and social media marketing. This is essentially a marketing strategy course. The primary focus of this course will be on understanding: consumers; social interactions, the impact technology has on marketplace relationships, the various social media channels available to marketers, how to build social media marketing strategies, and how to track their effectiveness. Our levels of analysis will shift from individuals to collectives. You will be responsible for conducting primary and secondary research, recognizing course theories in action, creating effective social media marketing campaigns, and managing social media marketing efforts.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Lecture                                      Required

**Recommendations and additional information:** MKTG 500 or MKTG 510.

**MKTG 531E: Social Media Marketing** (2 units)

**Description:** This course is designed to introduce students to the complexities of social media marketing through revealing foundational theories and associated concepts of collective behavior, social influence, and social media marketing. This is essentially a marketing strategy course. The primary focus of this course will be on understanding: consumers' social interactions, the impact technology has on marketplace relationships, the various social media channels available to marketers, how to build social media marketing strategies, and how to track their effectiveness. Our levels of analysis will shift from individuals to collectives. You will be responsible for conducting primary and secondary research, recognizing course theories in action, creating effective social media marketing campaigns, and managing social media marketing efforts.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Lecture                                      Required

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.



**MKTG 532: Organizing for Innovation in a Networked Economy (3 units)**

**Description:** The business and social world is increasingly networked and global in nature and that has significantly enhanced both the opportunities and problems related to successfully bringing innovative products and ideas to market and sustaining their success in the face of global competition. In this course, we will primarily focus on designing and implementing a strategic framework that addresses these challenges faced by entrepreneurs and established companies, in both the Business-to-Business and Business-to-Consumer domains, when they take their innovations to market. This framework would be equally applicable to high-technology start-up ventures and university-based scientific laboratories and research centers that conceive and develop a significant proportion of advances and innovations in a wide variety of disciplines like medical and health sciences, high-technology engineering, and applied sciences. Students will develop skills and gain experience in formulating, implementing and monitoring effective marketing strategies in this domain. This experience will be of value to students and executives interested in careers in consulting, technology management, entrepreneurship, business strategy and technology-transfer arrangements.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Lecture Required

**Recommendations and additional information:** MKTG 500 or MKTG 510 but not both.

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**Description:** Health care has become an increasingly important sector of the economy both in the US and worldwide and the health-care market has become what seems like a bewildering and complex array of interactions between a wide range of entities- government regulators and laws, insurance companies, health care providers (hospitals, specialty and urgent care clinics, physicians, nurses and staff, administrators), technology providers that help manage and disseminate health-care information and operations, drug and medical device manufacturers, and of course consumers and patients. We regularly, and often simultaneously, read reports of stunning successes and glaring deficiencies in the sector. And sometimes even governments fall because of their inability to pass reforms to their health services in the face of rising costs (e. g., Finland in March 2019). In this course we will take a "customer-centric" view and explore how participants in the health-care sector (physicians & nurses, hospital administrators, executives in the pharmaceutical and medical devices sectors, as well as various intermediaries who service the sector) can improve the effectiveness and efficiency of their offerings (both products and services) to help with the needs of their customers- the consumers of health care, i.e. the patients and their families. We will explore a framework through which this marketing philosophy can be implemented in the health-care sector by the use of tools that help the health care providers learn about customer needs, design appropriate products and services and assess their value to these customers, price them, communicate the benefits, and make them accessible. This will be accomplished utilizing readings, lectures, cases, and discussions to develop a conceptual grasp of the issues involved. The concepts and skills learned in the class should be equally relevant to participants in each and every sub-sector of the health-care economy. The goal again is to provide a foundation that would enable you to be effective in leading your own workplace to design strategies based on such a customer-oriented (marketing) approach.

**Career:** Graduate

**Course typically offered:**

Main Campus: Fall, Spring, Summer

Online Campus: Fall, Spring, Summer

**Recommendations and additional information:** There are no prerequisite requirements for MKTG 538. However, it would be useful to have some basic exposure to broad marketing concepts. Such an exposure could be obtained in MKTG 510 or PHPM 558.

**Field trip:** no

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 542: Relationship Marketing** (3 units)

**Description:** Strategic approaches in customer relationship management to include customer identification, acquisition, development, attrition and retention. Analytical tools are used to explore customer databases, lifetime value of customers, and return on marketing investment.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information:** MKTG 500 or MKTG 510.

**MKTG 546: Marketing Strategy** (2 - 3 units)

**Description:** The key objective of this graduate level course is to understand the development and implementation of a comprehensive long-term marketing strategy for a company or business organization by focusing on its customers, competitors, and market opportunities. The course will provide students with an opportunity to broaden their understanding of competitive marketing strategy and to develop skills in formulating, implementing and monitoring it. Through readings, lectures, and cases we will cover a variety of topics including understanding & delivering customer value, understanding customer loyalty & its implications, choosing appropriate position in the value-chain, implementing effective segmentation and competitive positioning strategies, and designing effective pricing, channels, branding, and digital marketing strategies in a wide variety of consumer, industrial, and service industries as well as for new and old-economy businesses. The course will be of value to students interested in brand management & digital marketing, technology marketing & management, sales & distribution, entrepreneurship, management consultants, & corporate strategy.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Spring

**MKTG 550: Consumer and Organizational Buyer Behavior (3 units)**

**Description:** Nature of the purchase decision process for goods and services. Theories, concepts and research methods and findings are examined for use in management and public policy decision making.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Recommendations and additional information:** MKTG 500.

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 552: Introductory Statistics for Managers (2 units)**

**Description:** This graduate level course provides an introduction to (a) the basic concepts of probability & distribution, and (b) the most commonly used statistical methods for data analysis. The goal of course is to ensure that students understand the basic principles of statistics and can select appropriate statistical tools and apply them correctly. Topics include descriptive statistics, sampling distributions, hypotheses testing, statistical inferences on one versus two populations, simple, multiple regression, and logistic regression, and their applications. This foundation course is intended for graduate students and required of all students in the 'Master of Management with an emphasis in Marketing' program. The course will use the statistical package SPSS to perform the statistical analyses.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Fall

**MKTG 553: Brand Management (3 units)**

**Description:** This course is an in-depth study of brands, branding strategies, and consumer and brands relationships. Emphasis will be placed on strategic planning to effectively use promotional tools (advertising, online marketing, social media) to convey brand value to consumers.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Fall, Spring

**Field trip:** None

**MKTG 554: Management of Sales Operations (3 units)**

**Description:** The sales function and its relationship to the total marketing program; sales strategies and objectives; development and administration of sales organizations; control and evaluation of sales operations. Graduate-level requirements include an in-depth research paper.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Co-convened with: MKTG 454**

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 555A: Special Topics in Marketing** (3 units)

**Description:** Course addresses special topics in marketing with current managerial relevance. Such topics could include marketing decision models, marketing and electronic commerce, direct marketing, etc.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Repeatable:** Course can be repeated a maximum of 2 times.

**Recommendations and additional information:** MKTG 500.

**MKTG 555E: Special Topics in Marketing** (1 - 3 units)

**Description:** Course addresses special topics in marketing with current managerial relevance. Such topics could include marketing strategy, marketing decision models, marketing and electronic commerce, etc.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information:** Graduate marketing management course or module.

**MKTG 556: Pricing Strategy and Tactics (2 - 3 units)**

**Description:** Great products/services supported by attractive advertising and distribution create value for the customer while effective pricing captures value for the company. Although pricing cannot fully compensate for poor product development, promotion and distribution, ineffective pricing can surely prevent those efforts from resulting in financial success. Many companies create great value for their customers yet fail to capture that value in their earnings due to lack of integration between their value creation activities and their pricing decisions. Experts say that for marketing strategists, pricing is the moment of truth. The purpose of this course is to make sure that when you reach that moment of truth you know 'what' to do and 'how' to do it. To equip you with the required expertise, this course covers theories, conceptual frameworks and analytical tools used to make effective pricing decisions.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information: MKTG 510**

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 557: Industrial Marketing** (3 units)

**Description:** Problems and methods of marketing decision-making in industrial, government and high-tech markets.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Lecture                              Required

**Recommendations and additional information:** MKTG 500.

**MKTG 558: Health Care Marketing** (3 units)

**Description:** This course provides an overview and applications of health care marketing theories and methods for health care and public health organizations. Graduate level requirements include a 20-page paper describing a marketing plan and the process used to complete it.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Lecture                              Required

**Also offered as:** PHPM 558

**Co-convened with:** MKTG 458

**Course typically offered:**

Main Campus: Fall, Spring

Online Campus: Spring, Summer

Phoenix Campus: Fall

**Home department:** Community, Environment & Pol

**MKTG 559: Product Strategy** (3 units)

**Description:** Formulating and implementing strategy for growth; analyzing and influencing market structure; developing, pricing, testing new entries; managing the portfolio.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**      Lecture                              Required

**Course typically offered:**

Main Campus: Spring

**Recommendations and additional information:** MKTG 500.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 560: International Marketing** (3 units)

**Description:** Marketing planning and strategies for foreign environments; cultural, political, economic factors affecting the international marketer, multinational corporation and multinational market groups.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Course typically offered:**

### Main Campus: Spring

**Recommendations and additional information:** MKTG 500.

**MKTG 562: Listening to the Voice of the Market** (3 units)

**Description:** Market-oriented ethnography and other qualitative research methods are used to obtain a deeper understanding of consumer wants, needs, behaviors and experiences with brands and markets. The findings can be used to guide managerial decision-making.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Recommendations and additional information:** MKTG 500 or MKTG 510.

**MKTG 572: Marketing Research For Managers (3 units)**

**Description:** Specification of management information needs, evaluation of research proposals and findings, methods of gathering and analyzing data, administrative aspects of research and decisions.

**Grading basis:** Regular Grades

**Career:** Graduate

<b>Course Components:</b>	Lecture	Required
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**Course typically offered:**

Main Campus: Spring

**Recommendations and additional information:** MKTG 500.

**-SA** represents a Student Abroad & Student Exchange offering

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**Description:** Whether a firm is consumer, business or service-oriented, acquiring and using information is critical for business planning and decisions. Thus, this course is appropriate for anyone who relies on data in their decision making, whether the context is entrepreneurial, not-for-profit, public health, or marketing. This course is designed to provide an overview of applied research methods as used in marketing research and as tools to help make effective marketing decisions. The course is for managers who will be using marketing data rather than those doing "marketing research." The course emphasizes the analysis and interpretation of market research data for marketing/managerial decision making, and the design of research studies so that the results are both meaningful and valid. Towards this end, we will examine exploratory research (including projective techniques and focus groups), descriptive research (including cross-sectional and longitudinal survey research), and causal research (including experimentation and test marketing). The course will cover common areas of application. The focus is on helping the manager become a better consumer of market research data through an improved understanding of the strengths and weaknesses of various research methods as well as a basic understanding of data analysis.

**Career:** Graduate

<b>Course Components:</b>	Lecture	Required
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**Description:** Explores concepts and best practices for bringing very new technologies and innovations to the marketplace. Uses team projects based in the sciences (e.g., biotech, optics, IT) to assess market opportunities and create strategies for commercialization.

**Career:** Graduate

**Course Components:**    Lecture                      Required

**Recommendations and additional information:** MKTG 510.

**Field trip:** field trips

**Description:** This course provides a market-based view of innovation and entrepreneurial activities. The focus is on how to apply an effective process to identify new product and entrepreneurial opportunities, and to develop an appropriate plan to bring the product to market. We will cover topics such as the emergence of innovative ideas, new product development within and beyond organizational boundaries, innovation in an entrepreneurial environment, and marketing strategies for innovations.

**Career:** Graduate

**Course Components:** Lecture Required

**Recommendations and additional information:** MKTG 510

**-CC** represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.



**MKTG 599: Independent Study** (1 - 3 units)

**Description:** Qualified students working on an individual basis with professors who have agreed to supervise such work. Graduate students doing independent work which cannot be classified as actual research will register for credit under course number 599, 699, or 799.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Graduate

**Course Components:** Independent Study      Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**MKTG 673: Experimental Research Methods in Marketing** (2 units)

**Description:** Statistical, methodological and interpretive issues in the design of laboratory and field experiments/quasi-experiments for marketing and consumer research.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Lecture      Required

**Course typically offered:**

Main Campus: Fall

**Recommendations and additional information:** MKTG 500.

**MKTG 695A: Marketing Colloquium** (1 - 3 units)

**Description:** This colloquium covers diverse special topics in current marketing research. The topics are chosen to utilize the research strengths of the participating faculty and to complement the doctoral students' current course of study.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Colloquium      Required

**Repeatable:** Course can be repeated a maximum of 2 times.

**MKTG 696: Special Topics in Marketing** (2 units)

**Description:** The Special Topics in Marketing Research seminars present the issues, methods, findings, and implications for a variety of research areas in marketing. Depending on the particular semester, this course could focus on selected topics in consumer psychology, consumer culture theory, marketing strategy, or marketing models. Please contact the faculty instructor listed on the course for more details.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar      Required

**Repeatable:** Course can be repeated a maximum of 6 times.

**Course typically offered:**

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 696A: Perspectives and Principles for Research in Marketing** (2 units)

**Description:** The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of the results of such research through discussion, reports, and/or papers.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Course typically offered:**

Main Campus: Fall, Spring

**MKTG 696B: Marketing Theory** (2 units)

**Description:** The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of the results of such research through discussion, reports, and/or papers.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** MKTG 696A.

**MKTG 696C: Marketing Management and Strategy** (2 units)

**Description:** The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of the results of such research through discussion, reports, and/or papers.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Course typically offered:**

Main Campus: Fall, Spring

**MKTG 696D: Psychological Aspects of Consumer Behavior** (2 units)

**Description:** Doctoral seminar focusing on the psychological aspects of consumer behavior. Topics to include information processing, attitude formation, perception, decision making, persuasion, and motivation.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** Admission to marketing graduate program or consent of department.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 696F: Marketing Models** (2 units)

**Description:** The development and exchange of scholarly information, usually in a small group setting. The scope of work shall consist of research by course registrants, with the exchange of the results of such research through discussion, reports, and/or papers.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Course typically offered:**

Main Campus: Fall, Spring

**MKTG 696G: Socio-Cultural Aspects of Consumer Behavior** (2 units)

**Description:** Doctoral seminar focusing on the socio-cultural aspects of consumer behavior.

Topics to include consumption signs and symbols, the cultural industry, cross-cultural consumption, cultural and social capital, and historical/ethnographic perspectives on consumer behavior.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Course typically offered:**

Main Campus: Fall, Spring

**Recommendations and additional information:** Admission to Marketing Graduate program or consent of instructor.

**MKTG 696H: Special Topics in Entrepreneurship** (1 - 3 units)

**Description:** The development and exchange of scholarly information, usually in a small group setting. The scope of the work shall include the advanced exploration of current topics in entrepreneurship, which will require course registrants to engage in research and scholarly exchanges through class discussion, reports, and/or papers. Course may include special topics in entrepreneurship such as the marketing of innovations and early stage technologies, the entrepreneurial dimensions of colleges and universities, intellectual property protection and management, and other potential new topics. Grading scales will be determined on a topic by topic basis, but will include a minimum of one comprehensive exam or one comprehensive term paper/research project.

**Grading basis:** Regular Grades

**Career:** Graduate

**Course Components:** Seminar Required

**Repeatable:** Course can be repeated for a maximum of 9 units.

**Also offered as:** ENTR 696H

**Course typically offered:**

Main Campus: Spring

**Home department:** McGuire Center for Entrepreneurship

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

**MKTG 699: Independent Study** (1 - 3 units)

**Description:** Qualified students working on an individual basis with professors who have agreed to supervise such work. Graduate students doing independent work which cannot be classified as actual research will register for credit under course number 599, 699, or 799.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Graduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

**MKTG 900: Research** (2 - 6 units)

**Description:** Individual research, not related to thesis or dissertation preparation, by graduate students.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Graduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

**MKTG 909: Master's Report** (1 - 9 units)

**Description:** Individual study or special project or formal report thereof submitted in lieu of thesis for certain master's degrees.

**Grading basis:** Alternative Grading: S, P, F

**Career:** Graduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Summer

**MKTG 920: Dissertation** (1 - 9 units)

**Description:** Research for the doctoral dissertation (whether library research, laboratory or field observation or research, artistic creation, or dissertation writing).

**Grading basis:** Alternative Grading: S, P, F

**Career:** Graduate

**Course Components:** Independent Study Required

**Repeatable:** Course can be repeated a maximum of 99 times.

**Course typically offered:**

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

**May Be Offered** Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.