

Marketing Courses: Summer 2024

MKTG102101

Marketing Principles

Nunziata, Peter C

Summer 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: On-line Asynchronous

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102102

Marketing Principles

Samaras, Xanthe P

Summer 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: On-line Asynchronous

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102103

Marketing Principles

Kerbs, Jon W

Summer 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Stokes Hall 295S TuTh 12:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102104

Marketing Principles

Kerbs, Jon W

Summer 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Stokes Hall 295S TuTh 09:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG325701

Marketing for Digital Nomads

Nunziata, Peter C

Summer 2024

According to a McKinsey Partners report (2018), almost 60% of new marketing positions are in digital marketing. In this course you will learn how to create a holistic digital marketing strategy, to drive the success of your online search, ecommerce, and social media efforts. With a focus on Social Media Marketing, you will become familiar with the digital marketing tools to manage search engine optimization (SEO), social media campaigns, and to help you develop your personal brand. This will be a hands-on class using a combinations of case studies, simulation programs and SEO skills assessment leading to SEO Certification.

Credits: 3

Room and Schedule: By Arrangement; See Office of Global Education website for details

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Periodically in the Summer

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG770001

Marketing

Nunziata, Peter C

Summer 2024

This course focuses on the managerial skills, tools, and concepts required to produce a mutually satisfying exchange between consumers and providers of goods, services, and ideas. The material is presented in a three-part sequence. Part one deals with understanding the marketplace. Part two deals with the individual parts of the marketing program such as pricing, promotion, product decisions, and distribution. Part three of the course deals with overall strategy formulation and control of the marketing function. Students in this course will come to understand the critical links between marketing and the other functional areas of management.

Credits: 3

Room and Schedule: On-line Asynchronous

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG849901

Directed Readings

Fisher, John H

Summer 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849902

Directed Readings

Seiders, Kathleen

Summer 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849903

Directed Readings

Kerbs, Jon W

Summer 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849904

Directed Readings

Kerbs, Jon W

Summer 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849905

Directed Readings

Neeson, John J

Summer 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849906

Directed Readings

Davey, James S

Summer 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

Marketing Courses: Fall 2024

MKTG102102

Marketing Principles

Hudson, Bradford T

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102103

Marketing Principles

Hudson, Bradford T

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 03:00PM-04:15PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102104

Marketing Principles

Brasel, Stevan Adam

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 511 (Auditorium) MW 01:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102105

Marketing Principles

Hagtvedt, Henrik, PHD

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 03:00PM-04:15PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102106

Marketing Principles

Hagtvedt, Henrik, PHD

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 04:30PM-05:45PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102107

Marketing Principles

Wang, Zining

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 425 MW 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102108

Marketing Principles

Wang, Zining

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 425 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102109

Marketing Principles

Lucas, Jeffrey S

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 Tu 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102110

Marketing Principles

Lucas, Jeffrey S

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 230 Th 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102111

Marketing Principles

Nunziata, Peter C

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 260 W 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102112

Marketing Principles

Preskenis, Philip J

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 M 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102113

Marketing Principles

Davey, James S

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 115 M 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102114

Marketing Principles

Nace, David

Fall 2024

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 250 Tu 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215201

Consumer Behavior

Zhao, Min

Fall 2024

This course integrates marketing theory with insights from other fields of study, including social psychology, cognitive psychology, evolutionary psychology, and behavioral neuroscience. It analyzes consumer processes such as perception, learning, attitude formation, and decision making. These variables are broadly relevant to marketing challenges, given that the success of products and brands depends on their appeal to consumers. Discussion topics range from art and aesthetics to crisis behavior to new product development.

Credits: 3

Room and Schedule: Fulton Hall 250 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215202

Consumer Behavior

Zhao, Min

Fall 2024

This course integrates marketing theory with insights from other fields of study, including social psychology, cognitive psychology, evolutionary psychology, and behavioral neuroscience. It analyzes consumer processes such as perception, learning, attitude formation, and decision making. These variables are broadly relevant to marketing challenges, given that the success of products and brands depends on their appeal to consumers. Discussion topics range from art and aesthetics to crisis behavior to new product development.

Credits: 3

Room and Schedule: Fulton Hall 250 MW 01:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215301

Customer Research and Insights for Marketing Decisions

Salisbury, Linda

Fall 2024

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215302

Customer Research and Insights for Marketing Decisions

Salisbury, Linda

Fall 2024

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215303

Customer Research and Insights for Marketing Decisions

Salisbury, Linda

Fall 2024

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 01:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215304

Customer Research and Insights for Marketing Decisions

Segal, Rebecca Z

Fall 2024

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 09:00AM-10:15AM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG314801

Services Marketing

Samaras, Xanthe P

Fall 2024

The service sector of the economy is twice as large as the manufacturing sector. Nearly all new job growth in this country will be in services marketing. Service organizations differ from manufacturing businesses in many important respects and require a distinctive approach to marketing strategy development and execution. Some service businesses to be studied include entertainment, hospitality, travel, retail, telecom, car rental, healthcare, financial and professional services. Service providers include hotel, airline, theme park, car rental and retail personnel, customer service representatives, bankers, doctors, accountants, and lawyers.

Credits: 3

Room and Schedule: Fulton Hall 115 Tu 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG315601

Digital Marketing

Brasel, Stevan Adam

Fall 2024

In today's digital economy, successful companies must develop new ways to attract, connect with, and delight their customers. This has prompted a decisive shift away from traditional media strategies toward novel, digitally-enabled strategies that can help firms achieve their financial objectives. In this course you will learn about a number of different aspects of digital marketing including content marketing, website optimization, social media marketing, paid search, and search engine optimization. Perhaps more importantly, this course will help you develop a strong understanding of the digital marketing tools and platforms that companies use to differentiate themselves from their competition and will allow you to build a set of digital assets that you can use to demonstrate your digital marketing acumen to prospective employers.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG315602

Digital Marketing

Brasel, Stevan Adam

Fall 2024

In today's digital economy, successful companies must develop new ways to attract, connect with, and delight their customers. This has prompted a decisive shift away from traditional media strategies toward novel, digitally-enabled strategies that can help firms achieve their financial objectives. In this course you will learn about a number of different aspects of digital marketing including content marketing, website optimization, social media marketing, paid search, and search engine optimization. Perhaps more importantly, this course will help you develop a strong understanding of the digital marketing tools and platforms that companies use to differentiate themselves from their competition and will allow you to build a set of digital assets that you can use to demonstrate your digital marketing acumen to prospective employers.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG315603

Digital Marketing

Brasel, Stevan Adam

Fall 2024

In today's digital economy, successful companies must develop new ways to attract, connect with, and delight their customers. This has prompted a decisive shift away from traditional media strategies toward novel, digitally-enabled strategies that can help firms achieve their financial objectives. In this course you will learn about a number of different aspects of digital marketing including content marketing, website optimization, social media marketing, paid search, and search engine optimization. Perhaps more importantly, this course will help you develop a strong understanding of the digital marketing tools and platforms that companies use to differentiate themselves from their competition and will allow you to build a set of digital assets that you can use to demonstrate your digital marketing acumen to prospective employers.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 03:00PM-04:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG315801

Product Planning and Strategy

Bright, James P

Fall 2024

With the growing concern over the success rate of new products, an intense effort is being employed by marketers to establish more effective new product development and management strategies. Using lectures and case studies, this course will focus on the process of conceiving new products, developing an effective organization, and designing and implementing effective marketing strategies and policies over the course of the product life cycle. Class material will provide the student with insight into new product development across a wide variety of industries.

Credits: 3

Room and Schedule: Fulton Hall 220 Tu 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG316501

Strategic Brand Management

Fisher, John H

Fall 2024

This course teaches students fundamental and leading-edge concepts in brand management. Students learn to develop and articulate brand strategy, how to give strategic brand direction, and how to measure strategic brand progress. They learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, and product and package design agencies. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

Credits: 3

Room and Schedule: Fulton Hall 115 MW 03:00PM-04:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG316502

Strategic Brand Management

Fisher, John H

Fall 2024

This course teaches students fundamental and leading-edge concepts in brand management. Students learn to develop and articulate brand strategy, how to give strategic brand direction, and how to measure strategic brand progress. They learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, and product and package design agencies. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

Credits: 3

Room and Schedule: Fulton Hall 230 MW 04:30PM-05:45PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG318001

Sports Marketing

Olesh, Evan S

Fall 2024

The goal of this course is to provide an understanding of the business practices of the sports industry. Taking a practical approach, students will be asked to create business solutions for sports organizations. The attributes and failures of real examples will be discussed. Students will be expected to take the experience and apply it to creating specific campaigns, programs, and overall marketing plans for a specific sports application. Relationship architecture principles will be discussed at length and expected to be incorporated into the final project.

Credits: 3

Room and Schedule: Fulton Hall 115 Th 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG362501

Special Topics: Luxury Marketing

Azoulay Sadka, Corinne A

Fall 2024

TBD

Credits: 3

Room and Schedule: 245 Beacon Street Room 204 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG425601

Applied Marketing Management

Lemon, Katherine N, PHD

Fall 2024

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG2153 and MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG425602

Applied Marketing Management

Lemon, Katherine N, PHD

Fall 2024

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 01:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: MKTG2153 and MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG425603

Applied Marketing Management

Azoulay Sadka, Corinne A

Fall 2024

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3

Room and Schedule: 245 Beacon Street Room 204 MW 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG2153 and MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG425604

Applied Marketing Management

Hudson, Bradford T

Fall 2024

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 09:00AM-10:15AM

Satisfies Core Requirement: None

Prerequisites: MKTG2153 and MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491101**Independent Study****Brasel, Stevan Adam****Fall 2024**

Investigation of a topic under the direction of a faculty member.

Credits: 3**Room and Schedule:** BY ARRANGEMENT**Satisfies Core Requirement:** None**Prerequisites:** Permission of Department**Corequisites:** None**Cross-listed with:** None**Frequency:** Every Fall, Every Spring**Student Level:** Undergraduate**Comments:** None**Status:** Offered

MKTG491102**Independent Study****Hudson, Bradford T****Fall 2024**

Investigation of a topic under the direction of a faculty member.

Credits: 3**Room and Schedule:** BY ARRANGEMENT**Satisfies Core Requirement:** None**Prerequisites:** Permission of Department**Corequisites:** None**Cross-listed with:** None**Frequency:** Every Fall, Every Spring**Student Level:** Undergraduate**Comments:** None**Status:** Offered

MKTG491103**Independent Study****Azoulay Sadka, Corinne A**

Fall 2024

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491104**Independent Study**

Hagtvedt, Henrik, PHD

Fall 2024

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491105**Independent Study**

Nenkov, Gergana Y

Fall 2024

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491106

Independent Study

Salisbury, Linda

Fall 2024

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491107

Independent Study

Seiders, Kathleen

Fall 2024

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG615701

Strategic Selling and Persuasion

Westman, John C

Fall 2024

Two fundamentals of business: someone must get the goods and services out the door, and someone must get the cash to come in the door. Sales is the function that does the latter. It, and its management, will be covered in this course. We will study the art of persuasion, modern day Rhetoric in actual practice. The discipline will be addressed biologically. We will dissect real industry practitioners when they visit class, and actual sales calls in the field as a research paper. Upon course completion, students will have a complete understanding of both the selling and sales management process.

Credits: 3

Room and Schedule: Fulton Hall 260 M 04:30PM-06:45PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Both

Comments: None

Status: Offered

MKTG770001

Marketing

Nunziata, Peter C

Fall 2024

This course focuses on the managerial skills, tools, and concepts required to produce a mutually satisfying exchange between consumers and providers of goods, services, and ideas. The material is presented in a three-part sequence. Part one deals with understanding the marketplace. Part two deals with the individual parts of the marketing program such as pricing, promotion, product decisions, and distribution. Part three of the course deals with overall strategy formulation and control of the marketing function. Students in this course will come to understand the critical links between marketing and the other functional areas of management.

Credits: 3

Room and Schedule: On-line Asynchronous

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG772001

Marketing

Kerbs, Jon W

Fall 2024

This course focuses on the managerial skills, tools, and concepts required to produce a mutually satisfying exchange between consumers and providers of goods, services, and ideas. The material is presented in a three-part sequence. Part one deals with understanding the marketplace. Part two deals with the individual parts of the marketing program such as pricing, promotion, product decisions, and distribution. Part three of the course deals with overall strategy formulation and control of the marketing function. Students in this course will come to understand the critical links between marketing and the other functional areas of management.

Credits: 2

Room and Schedule: Fulton Hall 150 TuTh 01:45PM-03:45PM

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG772002

Marketing

Kerbs, Jon W

Fall 2024

This course focuses on the managerial skills, tools, and concepts required to produce a mutually satisfying exchange between consumers and providers of goods, services, and ideas. The material is presented in a three-part sequence. Part one deals with understanding the marketplace. Part two deals with the individual parts of the marketing program such as pricing, promotion, product decisions, and distribution. Part three of the course deals with overall strategy formulation and control of the marketing function. Students in this course will come to understand the critical links between marketing and the other functional areas of management.

Credits: 2

Room and Schedule: Fulton Hall 150 TuTh 11:00AM-01:00PM

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG800301

Product Management

Andreliunas, John P

Fall 2024

This course focuses on creating and launching new products and services. It is particularly appropriate for those who are interested in becoming a Product Manager within a larger company or in starting their own business at some point. Whether a software, CPG, B2B, or B2C product, all product management starts with gathering customer insights, evaluating the competitive landscape, and creating a design brief from which a compelling, differentiated, and profitable product line can be built. From that foundation is built a go-to market, distribution, and communications strategy. This course employs case studies in both B2B and B2C businesses, includes guest speakers, and concludes with classes on sustainability strategy and innovation agendas, items that are critical for long term success in dynamic competitive environments.

Credits: 3

Room and Schedule: Fulton Hall 220 M 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Spring, Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG800401

Consumer Behavior

Zhao, Min

Fall 2024

This course integrates marketing theory with insights from other fields of study, including social psychology, cognitive psychology, evolutionary psychology, and behavioral neuroscience. It analyzes consumer processes such as perception, learning, attitude formation, and decision making. These variables are broadly relevant to marketing challenges, given that the success of products and brands depends on their appeal to consumers. Discussion topics range from art and aesthetics to crisis behavior to new product development.

Credits: 3

Room and Schedule: Fulton Hall 135 W 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG800501

Marketing Strategy & Innovation

Cunningham, Kristy S

Fall 2024

This course builds on the principles covered in the core Marketing course by further developing and applying marketing strategy to different company lifestages (i.e. launch, geographic expansion, repositioning), industries (i.e. luxury, retail, e-commerce) and innovations (i.e. digital marketplaces, AI-driven solutions.) It takes a Marketing practitioners view of determining and owning the strategy and builds the link between strategy, activities, and outcomes. You will be exposed to problems and situations that will require you to assess, analyze and recommend actions within the context of marketing skills and organizational alignment. Extensive case analysis and financial and analytical tools are used to examine marketing growth strategies, target market strategies, external factors, marketing program development, the marketing organization, and implementation of marketing strategy. This course is appropriate for those considering marketing as a career, consultants helping to drive revenue generation, or general managers looking to build an external, customer-centric skillset to complement operational capabilities.

Credits: 3

Room and Schedule: Fulton Hall 415 M 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG801401

Strategic Pricing Management

Jackisch, Kirk

Fall 2024

This course explores pricing strategy and shows how pricing can be managed to achieve profitability. The course is practical and hands-on. It examines current pricing practices used by many companies, and shows how they lead to distortions and problems. It suggests strategic principles that lead to more profitable pricing decisions, including methods for financial analysis that focus on pricing profitability. Other topics include value-based pricing, managing price competition, segmenting markets based on price sensitivity, segmentation pricing strategies, buyer psychology of pricing, and research methods for assessing price sensitivity.

Credits: 3

Room and Schedule: Fulton Hall 210 M 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: ACCT7701 and MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG801601

Digital Marketing Skills and Analytics

Neeson, John J

Fall 2024

This B2B course focuses on learning and applying best practice marketing analytical methods in a corporate B2B context. Students learn rigorous analytical approaches drawn from cutting-edge digital and analytical marketing tools, techniques and templates to solve key marketing issues and thus driving better outcomes. Examples include segmentation and analysis, sales productivity and marketing alignment, go to market planning, marketing ROI or campaign strategy and analytics. Leading B2B technology, business services, financial services, healthcare and advanced manufacturing companies use these approaches to impact top and bottom-line performance. These methods are the foundation for sought-after skills and knowledge students will be able use in industry today. Students will walk away with key approaches to modern marketing including: Digital marketing techniques such as lead scoring, Marketing Waterfall analytics, account-based marketing, demand strategy techniques such as intent monitoring, methods for audience-centric campaign planning, content strategy and buyers' journey alignment, and customer lifecycle and retention.

Credits: 3

Room and Schedule: Fulton Hall 150 Tu 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG801901

Entrepreneurial Marketing Strategy

Neeson, John J

Fall 2024

This course focuses on how to develop an integrated marketing plan for a new company. The class will teach techniques and skills for developing a marketing strategy for a startup, including prioritizing market segments, positioning and messaging approaches, sales model and capacity planning for marketing, and developing an integrated marketing model to help scale the new endeavor. Startups are unique, requiring an agile marketing approach, the ability to scale quickly, and the requirement to build a new category or quickly enter an existing one. Classes will incorporate a combination of lectures, projects, guest speakers, and the development of a marketing plan for a new or early stage startup.

Credits: 3

Room and Schedule: Fulton Hall 117 W 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG849902

Directed Readings

Davey, James S

Fall 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring, Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849903**Directed Readings****Kerbs, Jon W****Fall 2024**

Extensive reading under the direction of a faculty member.

Credits: 3**Room and Schedule:** BY ARRANGEMENT**Satisfies Core Requirement:** None**Prerequisites:** None**Corequisites:** None**Cross-listed with:** None**Frequency:** Every Fall,Every Spring,Every Summer**Student Level:** Graduate**Comments:** None**Status:** Offered

MKTG849904**Directed Readings****Neeson, John J****Fall 2024**

Extensive reading under the direction of a faculty member.

Credits: 3**Room and Schedule:** BY ARRANGEMENT**Satisfies Core Requirement:** None**Prerequisites:** None**Corequisites:** None**Cross-listed with:** None**Frequency:** Every Fall,Every Spring,Every Summer**Student Level:** Graduate**Comments:** None**Status:** Offered

MKTG849905**Directed Readings****Lemon, Katherine N, PHD**

Fall 2024

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring, Every Summer

Student Level: Graduate

Comments: None

Status: Offered

Marketing Courses: Spring 2025

MKTG102101**Marketing Principles**

Kerbs, Jon W

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102102

Marketing Principles

Kerbs, Jon W

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 01:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102103

Marketing Principles

Lee, Youngeun

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 09:00AM-10:15AM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102104

Marketing Principles

Lee, Youngeun

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102105

Marketing Principles

Lee, Youngeun

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 117 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102106

Marketing Principles

Lucas, Jeffrey S

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 260 MW 09:00AM-10:15AM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102107

Marketing Principles

Lucas, Jeffrey S

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 260 MW 01:30PM-02:45PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102108

Marketing Principles

Nace, David

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 245 Th 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102109

Marketing Principles

Davey, James S

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 250 M 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102110

Marketing Principles

Samaras, Xanthe P

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 130 Tu 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG102111

Marketing Principles

Nunziata, Peter C

Spring 2025

This course is a prerequisite for all other marketing courses. Marketing is a dynamic, creative and challenging discipline that plays a leading role in the strategy and destiny of any company. Marketing is the business function with primary responsibility for generating revenue, defining the value proposition, and managing relationships with customers. Three broad areas will be explored including understanding markets and competitors, developing new products and organizing distribution, and implementing communications and promotions. A variety of examples in traditional industries and the digital sector will be discussed. Analysis and decision skills will be developed by practicing the use of tools and case studies. This course provides a foundational understanding of the marketing discipline, which is necessary for any role within business organizations.

Credits: 3

Room and Schedule: Fulton Hall 235 W 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215301

Customer Research and Insights for Marketing Decisions

Hunter Antill, Megan K

Spring 2025

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215302

Customer Research and Insights for Marketing Decisions

Hunter Antill, Megan K

Spring 2025

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215303

Customer Research and Insights for Marketing Decisions

Kim, Donggwan

Spring 2025

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 425 MW 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG215304

Customer Research and Insights for Marketing Decisions

Kim, Donggwan

Spring 2025

Formerly titled Marketing Research. Information is vital for solving critical marketing problems and gaining competitive advantage. This course focuses on how to improve marketing decision-making through better research design and methods. Students learn how to identify managerial problems, develop relevant research hypotheses, determine appropriate methods for data collection and analysis, and develop recommendations for marketing solutions. Topics include foundational methods, such as focus groups, survey design, and marketing experiments. Students will gain the ability to identify, collect, and analyze essential marketing data and apply research results to become better marketing decision-makers.

Credits: 3

Room and Schedule: Fulton Hall 425 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and OPER1135 or equivalent

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG311401

Strategic Pricing and Marketing

Misra, Kanishka

Spring 2025

This course teaches the key skills and theories for creating and managing pricing strategy for financial profitability. The course is practical and hands-on. It examines pricing practices used by many companies in business-to-business and business-to-consumer markets, services, and wholesaling and retailing. You will learn which costs are relevant for pricing, financial analysis for pricing decisions, value-based pricing, managing price competition, customer management of pricing, negotiated pricing, segmentation pricing, buyer psychology of pricing, and pricing research methods.

Credits: 3

Room and Schedule: Fulton Hall 425 TuTh 10:30AM-11:45AM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 and ACCT1022 and ACCT1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG315401

Integrated Marketing Communications

Nenkov, Gergana Y

Spring 2025

This course concerns the communication function in marketing. It is designed to introduce students to integrated marketing communications (IMC). It aims at relating the elements of the marketing mix (4P's) to the various aspects of the communications that take place between the firm and its customers. The course builds on a base of strategic marketing planning and consumer behavior and then proceeds to examine the role of the promotional mix (e.g., advertising, direct marketing, sales promotion, Internet and interactive marketing, publicity and public relations) in developing integrated marketing communications programs and helping organizations meet strategic marketing objectives.

Credits: 3

Room and Schedule: Fulton Hall 117 Tu 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG315402

Integrated Marketing Communications

Nenkov, Gergana Y

Spring 2025

This course concerns the communication function in marketing. It is designed to introduce students to integrated marketing communications (IMC). It aims at relating the elements of the marketing mix (4P's) to the various aspects of the communications that take place between the firm and its customers. The course builds on a base of strategic marketing planning and consumer behavior and then proceeds to examine the role of the promotional mix (e.g., advertising, direct marketing, sales promotion, Internet and interactive marketing, publicity and public relations) in developing integrated marketing communications programs and helping organizations meet strategic marketing objectives.

Credits: 3

Room and Schedule: Fulton Hall 117 Th 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG316501

Strategic Brand Management

Fisher, John H

Spring 2025

This course teaches students fundamental and leading-edge concepts in brand management. Students learn to develop and articulate brand strategy, how to give strategic brand direction, and how to measure strategic brand progress. They learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, and product and package design agencies. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

Credits: 3

Room and Schedule: Fulton Hall 415 MW 12:00 Noon-01:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021 or MKTG1031

Corequisites: None

Cross-listed with: None

Frequency: Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG318001

Sports Marketing

Olesh, Evan S

Spring 2025

The goal of this course is to provide an understanding of the business practices of the sports industry. Taking a practical approach, students will be asked to create business solutions for sports organizations. The attributes and failures of real examples will be discussed. Students will be expected to take the experience and apply it to creating specific campaigns, programs, and overall marketing plans for a specific sports application. Relationship architecture principles will be discussed at length and expected to be incorporated into the final project.

Credits: 3

Room and Schedule: Fulton Hall 115 Th 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG326001

Sustainable Behavior of Consumers, Firms, & Societies

Nenkov, Gergana Y

Spring 2025

This course is designed to provide students with knowledge about sustainable behaviors in firms, among consumers, and in society at large. In doing so, this course will include frameworks for understanding sustainable practices, consumer response to sustainability, and sustainability and marketing communication issues in the marketplace as well as realworld examples of sustainable practices and issues, offering both a theoretical and applied approach.

Credits: 3

Room and Schedule: Fulton Hall 117 TuTh 03:00PM-04:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Annually

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG327001**Food Marketing****Hudson, Bradford T****Spring 2025**

This course explores marketing issues related to the food and beverage sector. Industries covered include agriculture, food manufacturing, alcoholic beverages, retailing, and restaurants. Marketing topics include strategy, consumer behavior, trends, branding, product development, packaging, pricing, distribution, services, promotions and communications. Course elements include case studies, a group project, a research paper, and guest speakers.

Credits: 3**Room and Schedule:** Fulton Hall 230 TuTh 09:00AM-10:15AM**Satisfies Core Requirement:** None**Prerequisites:** MKTG1021**Corequisites:** None**Cross-listed with:** None**Frequency:** Periodically in the Spring, Periodically in the Fall**Student Level:** Undergraduate**Comments:** None**Status:** Offered

MKTG425601**Applied Marketing Management****Hudson, Bradford T****Spring 2025**

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3**Room and Schedule:** Fulton Hall 230 TuTh 12:00 Noon-01:15PM**Satisfies Core Requirement:** None**Prerequisites:** MKTG2153 and MKTG1021**Corequisites:** None**Cross-listed with:** None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG425602

Applied Marketing Management

Hudson, Bradford T

Spring 2025

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3

Room and Schedule: Fulton Hall 230 TuTh 03:00PM-04:15PM

Satisfies Core Requirement: None

Prerequisites: MKTG2153 and MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG425603

Applied Marketing Management

Azoulay Sadka, Corinne A

Spring 2025

This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action.

Credits: 3

Room and Schedule: Fulton Hall 245 W 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG2153 and MKTG1021

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491101

Independent Study

Lemon, Katherine N, PHD

Spring 2025

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491102

Independent Study

Brasel, Stevan Adam

Spring 2025

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: By Arrangement

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491103**Independent Study**

Zhao, Min

Spring 2025

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491104**Independent Study**

Hudson, Bradford T

Spring 2025

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG491105

Independent Study

Kerbs, Jon W

Spring 2025

Investigation of a topic under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: Permission of Department

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Undergraduate

Comments: None

Status: Offered

MKTG663501

New Media Industries

McNealy, Paul-Jon

Spring 2025

This course is designed to introduce the changing business models of new media (video games, music, TV and film, and journalism) industries. This is achieved by examining in detail the technology enablers and disruptive forces in both the U.S. and around the world, consumer behaviors, as well as legal and regulatory concerns. A special emphasis will also be placed on media companies whose business models have been heavily influenced or altered by digital distribution. This class will be a combination of in-class and Zoom sessions during class time, and will have an emphasis on influential guest speakers from various industries.

Credits: 3

Room and Schedule: Fulton Hall 250 M 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Spring

Student Level: Both

Comments: None

Status: Offered

MKTG770001

Marketing

Kerbs, Jon W

Spring 2025

This course focuses on the managerial skills, tools, and concepts required to produce a mutually satisfying exchange between consumers and providers of goods, services, and ideas. The material is presented in a three-part sequence. Part one deals with understanding the marketplace. Part two deals with the individual parts of the marketing program such as pricing, promotion, product decisions, and distribution. Part three of the course deals with overall strategy formulation and control of the marketing function. Students in this course will come to understand the critical links between marketing and the other functional areas of management.

Credits: 3

Room and Schedule: Fulton Hall 230 W 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG800301

Product Management

Andreliunas, John P

Spring 2025

This course focuses on creating and launching new products and services. It is particularly appropriate for those who are interested in becoming a Product Manager within a larger company or in starting their own business at some point. Whether a software, CPG, B2B, or B2C product, all product management starts with gathering customer insights, evaluating the competitive landscape, and creating a design brief from which a compelling, differentiated, and profitable product line can be built. From that foundation is built a go-to market, distribution, and communications strategy. This course employs case studies in both B2B and B2C businesses, includes guest speakers, and concludes with classes on sustainability strategy and innovation agendas, items that are critical for long term success in dynamic competitive environments.

Credits: 3

Room and Schedule: Fulton Hall 117 M 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Spring, Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG800501

Marketing Strategy & Innovation

Cunningham, Kristy S

Spring 2025

This course builds on the principles covered in the core Marketing course by further developing and applying marketing strategy to different company lifestages (i.e. launch, geographic expansion, repositioning), industries (i.e. luxury, retail, e-commerce) and innovations (i.e. digital marketplaces, AI-driven solutions.) It takes a Marketing practitioners view of determining and owning the strategy and builds the link between strategy, activities, and outcomes. You will be exposed to problems and situations that will require you to assess, analyze and recommend actions within the context of marketing skills and organizational alignment. Extensive case analysis and financial and analytical tools are used to examine marketing growth strategies, target market strategies, external factors, marketing program development, the marketing organization, and implementation of marketing strategy. This course is appropriate for those considering marketing as a career, consultants helping to drive revenue generation, or general managers looking to build an external, customer-centric skillset to complement operational capabilities.

Credits: 3

Room and Schedule: Fulton Hall 117 M 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG800801

Marketing Communications in Today's Digital World

Hamlin, Pamela A

Spring 2025

Formerly titled "Integrated Marketing Communications" This course is focused on the integrated marketing communications (IMC) function in marketing. IMC has evolved significantly with the rise of digital technologies and platforms where today, the average person is exposed to over 5,000 advertising messages a day. This makes effective communication critical for brands striving to engage with consumers in an increasingly competitive environment. The course provides an in-depth exploration of brand building strategies designed to strategically integrate the traditional advertising channels and the digital landscape to develop effective integrated marketing communications programs. It builds on a base of strategic marketing planning and consumer behavior and then examines the role of the promotional mix (e.g., advertising, direct marketing, sales promotion, digital marketing, experiential marketing, and public relations). Through a combination of theory, case studies and real-world application, students will develop the knowledge and skills necessary to craft compelling brand narratives, and engage with audiences across all communications touchpoints, to meet strategic marketing objectives.

Credits: 2

Room and Schedule: Fulton Hall 130 MW 04:00PM-06:00PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Spring, Every Fall

Student Level: Graduate

Comments: None

Status: Offered

MKTG801401

Strategic Pricing Management

Misra, Kanishka

Spring 2025

This course explores pricing strategy and shows how pricing can be managed to achieve profitability. The course is practical and hands-on. It examines current pricing practices used by many companies, and shows how they lead to distortions and problems. It suggests strategic principles that lead to more profitable pricing decisions, including methods for financial analysis that focus on pricing profitability. Other topics include value-based pricing, managing price competition, segmenting markets based on price sensitivity, segmentation pricing strategies, buyer psychology of pricing, and research methods for assessing price sensitivity.

Credits: 3

Room and Schedule: Fulton Hall 110 Tu 04:30PM-06:50PM

Satisfies Core Requirement: None

Prerequisites: ACCT7701 and MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG801402

Strategic Pricing Management

Misra, Kanishka

Spring 2025

This course explores pricing strategy and shows how pricing can be managed to achieve profitability. The course is practical and hands-on. It examines current pricing practices used by many companies, and shows how they lead to distortions and problems. It suggests strategic principles that lead to more profitable pricing decisions, including methods for financial analysis that focus on pricing profitability. Other topics include value-based pricing, managing price competition, segmenting markets based on price sensitivity, segmentation pricing strategies, buyer psychology of pricing, and research methods for assessing price sensitivity.

Credits: 2

Room and Schedule: Fulton Hall 130 TuTh 01:45PM-03:45PM

Satisfies Core Requirement: None

Prerequisites: ACCT7701 and MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG801501

Strategic Brand Management

Davey, James S

Spring 2025

This course teaches students fundamental and leading-edge concepts in brand management. Students learn to develop and articulate brand strategy, how to give strategic brand direction, and how to measure strategic brand progress. They learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, and product and package design agencies. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

Credits: 3

Room and Schedule: Fulton Hall 117 Tu 07:00PM-09:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG801502

Strategic Brand Management

Fisher, John H

Spring 2025

This course teaches students fundamental and leading-edge concepts in brand management. Students learn to develop and articulate brand strategy, how to give strategic brand direction, and how to measure strategic brand progress. They learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, and product and package design agencies. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

Credits: 2

Room and Schedule: Fulton Hall 130 MW 04:30PM-06:30PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700 or MKTG7720

Corequisites: None

Cross-listed with: None

Frequency: Every Fall, Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG801601

Digital Marketing Skills and Analytics

Neeson, John J

Spring 2025

This B2B course focuses on learning and applying best practice marketing analytical methods in a corporate B2B context. Students learn rigorous analytical approaches drawn from cutting-edge digital and analytical marketing tools, techniques and templates to solve key marketing issues and thus driving better outcomes. Examples include segmentation and analysis, sales productivity and marketing alignment, go to market planning, marketing ROI or campaign strategy and analytics. Leading B2B technology, business services, financial services, healthcare and advanced manufacturing companies use these approaches to impact top and bottom-line performance. These methods are the foundation for sought-after skills and knowledge students will be able use in industry today. Students will walk away with key approaches to modern marketing including: Digital marketing techniques such as lead scoring, Marketing Waterfall analytics, account-based marketing, demand strategy techniques such as intent monitoring, methods for audience-centric campaign planning, content strategy and buyers' journey alignment, and customer lifecycle and retention.

Credits: 2

Room and Schedule: Fulton Hall 130 TuTh 01:45PM-03:45PM

Satisfies Core Requirement: None

Prerequisites: MKTG7700

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring

Student Level: Graduate

Comments: None

Status: Offered

MKTG849901

Directed Readings

Kerbs, Jon W

Spring 2025

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849902

Directed Readings

Hudson, Bradford T

Spring 2025

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849903

Directed Readings

Hagtvedt, Henrik, PHD

Spring 2025

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849904

Directed Readings

Neeson, John J

Spring 2025

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered

MKTG849905

Directed Readings

Azoulay Sadka, Corinne A

Spring 2025

Extensive reading under the direction of a faculty member.

Credits: 3

Room and Schedule: BY ARRANGEMENT

Satisfies Core Requirement: None

Prerequisites: None

Corequisites: None

Cross-listed with: None

Frequency: Every Fall,Every Spring,Every Summer

Student Level: Graduate

Comments: None

Status: Offered
