

# MARKETING (MARKETNG)

## MARKETNG 300 – MARKETING MANAGEMENT

3 credits.

Planning and controlling the elements of the marketing program; marketing organization, product and service, packaging, pricing, promotion and physical distribution.

**Requisites:** (ECON 101, 111, or A A E 215) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Summer 2023

## MARKETNG 305 – CONSUMER BEHAVIOR

3 credits.

Consumer behavior is a broad field that studies how individuals, families and groups acquire, consume, and dispose of goods, services, ideas and experiences. Provides an integrated view of consumer behavior that draws on psychological, economic, anthropological and sociological perspectives to enhance understanding of consumer acquisition processes.

**Requisites:** (Sophomore standing and MARKETNG 300) or declared in the Business Exchange program. Not open to students with credit for CNSR SCI 657.

**Repeatable for Credit:** No

**Last Taught:** Summer 2023

## MARKETNG 310 – MARKETING RESEARCH

3 credits.

Systematic and objective search for and analysis of information relevant to the identification and solution of problems in marketing.

**Requisites:** Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306), or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

## MARKETNG 335 – BRAND MANAGEMENT & STRATEGY

3 credits.

To provide an understanding of brands, how they work and to apply brand knowledge to managerial situations. Knowledge of brand history, societies and cultures that surround them, critical mental processes, marketing imperatives, and the economics that underlie them to understand brands.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

## MARKETNG 355 – MARKETING IN A DIGITAL AGE

3 credits.

A foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. Fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Summer 2023

## MARKETNG 365 – CONTEMPORARY TOPICS

1-3 credits.

A course for the exploration of subject areas possibly to be introduced into the business curriculum.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2023

## MARKETNG 375 – SOCIAL MEDIA MARKETING

3 credits.

Social Media (Facebook, Twitter, Instagram etc.) has changed the way brands communicate with their consumers and vice versa. In this digital age, marketers and entrepreneurs can create competitive advantage for their brand by mastering the science and art of social media strategy. The goal is to understand how brands can leverage social for competitive advantage, consumer listening and innovation. Provides a strong theoretical foundation coupled with practical experience of developing and managing social media strategies for brands.

**Requisites:** MARKETNG 300 or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

## MARKETNG 399 – READING AND RESEARCH-MARKETING

1-6 credits.

Individual work suited to the needs of undergraduate students may be arranged with a faculty member.

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2022

**MARKETNG 410 – SPORTS MARKETING**

3 credits.

An overview of the issues and trends in sports marketing. Attention will be given to the issues facing sport organizations and to the use of marketing techniques to solve business-related problems. It will also focus on the challenges of organizations that use sports properties to enhance their marketing efforts. We will examine the world of sports as a business with a focus on attracting the customer in a competitive, fragmented and global market and consider how sports marketers develop and apply strategies to meet their objectives.

**Requisites:** MARKETNG 300 or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Summer 2023

**MARKETNG 415 – SOCIAL CREATIVE MARKETING**

3 credits.

Covers multiple approaches to marketing communications. Identifies unique opportunities for creatively solving problems. Develops skills to approach marketing solutions from creative ethical perspectives. Builds and refines marketing skills required to identify, articulate, and resolve marketing and policy problems. Leverages marketing communications to improve society and well-being.

**Requisites:** MARKETNG 300 or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**MARKETNG/INTL BUS 420 – GLOBAL MARKETING STRATEGY**

3 credits.

Structure of foreign trading; commercial facilities available to exporters and importers; application of economic analysis in marketing decisions; contemporary trends in international economy affecting foreign trade policies and practices.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG/OTM 421 – FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT**

3 credits.

Supply chain management (SCM) is a dynamic, cross-functional discipline that encompasses the areas of strategy, product development/innovation, marketing, finance, sourcing, production, logistics, and technology in both product and service industries. The supply chain is responsible for the sustainable and efficient movement of products, services, funds, and data along the value chain. Companies must effectively coordinate these functions not only within the firm, but with business partners and customers around the world. SCM is a critical, strategic component of any business or organization, from high-tech to healthcare, and it is a fundamental knowledge base for any student of business.

**Requisites:** Sophomore standing and (MARKETNG 300 or OTM 300) or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG/OTM 422 – LOGISTICS MANAGEMENT**

3 credits.

Provides a management perspective on the fundamental activities, concepts, and current practices in logistics. Transportation management, order fulfillment, warehousing, global logistics, key performance indicators, outsourcing, and introduction to radio frequency identification and barcoding. Use of case studies and industry speakers.

**Requisites:** MARKETNG 300, OTM 300, and sophomore standing, or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**MARKETNG/OTM 423 – PROCUREMENT AND SUPPLY MANAGEMENT**

3 credits.

Procurement and supply management is the business function concerned with an organization's acquisition of required materials, services, and equipment. Explores the key aspects of modern supply management including the purchasing process, cost management, negotiation, sourcing strategies, supplier management, category management, acquisition methods for materials and services, and outsourcing.

**Requisites:** Sophomore standing and (MARKETNG 300 or OTM 300) or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 424 – SALES STRATEGY AND MANAGEMENT**

3 credits.

Emphasis on business and organizational selling and covers professional selling techniques, business development and relationship building, integrating sales and marketing, utilizing sales technology and analytics, as well as building and managing an effective sales force.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 425 – MARKETING CHANNEL STRATEGY**

3 credits.

Marketing channels are the inter-organizational systems and entities involved in making products and services available for consumption at the right place, time, and customer value proposition. Explore the elements, design, and management of marketing channels including channel institutions/entities; market segmentation; selecting and incentivizing partners; managing channel relationships, power, and conflict. Particular emphasis will be placed on the strategic role of channels in achieving a firm's objectives.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 426 – STRATEGIC RETAILING**

3 credits.

Provides an overview of the different types of retailers and the channels they use, the retailing environment, the functions retailers perform, the decision-making processes of consumers with respect to retailers and their offerings, and various issues in retailing strategy, merchandise management and store management.

**Requisites:** Sophomore standing or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Fall 2021

**MARKETNG/OTM 427 – INFORMATION TECHNOLOGY IN SUPPLY CHAINS**

3 credits.

Explores the concepts and practices of using information technology to effectively manage and operate supply chains of businesses and other organizations. Topics include supply chain processes, enterprise resource planning (ERP) system implementation, and supply chain simulations using SAP software.

**Requisites:** MARKETNG 300, OTM 300, and sophomore standing, or declared in undergraduate Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG/OTM 428 – SUPPLY CHAIN CAPITAL MANAGEMENT**

3 credits.

Introduce the set of activities and solutions available to finance an organization's supply chain infrastructure. Define and study the related influencers. Investigate risks and mitigation techniques relative to associated metrics and strategies. Analyze multiple cases in group study work. Identify and recommend improvement opportunities.

**Requisites:** Junior standing and (MARKETNG 300 or OTM 300), or declared in the Business Exchange program

**Repeatable for Credit:** No

**MARKETNG 430 – STRATEGIC PRICING**

3 credits.

Pricing is one of the most important but least understood of marketing decisions. This course aims to equip you with key concepts and techniques for evaluating and formulating pricing strategies. We will use a combination of analytical and experiential learning methods to accomplish this objective.

**Requisites:** (MARKETNG 300 and sophomore standing) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 437 – NEW PRODUCT INNOVATION**

3 credits.

Explores strategies and processes by which organizations effectively discover, develop, and launch impactful new products. Includes design thinking methods and the stage-gate approach to generate and evaluate new product ideas.

**Requisites:** (MARKETNG 300, 305, and 310) or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 445 – DIGITAL MARKETING ANALYTICS**

3 credits.

Introduces business analytic techniques applied in the context of digital marketing. Includes approaches to design, run, evaluate, and improve online marketing tactics in order to meet specific business objectives such as customer acquisition. Covers digital analytics methods and execution of marketing tactics with data-driven techniques. Emphasizes the implementation of analytic skills on practical problems.

**Requisites:** Sophomore standing, MARKETNG 300 and (GEN BUS 303 or 306), or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 450 – MARKETING ANALYTICS**

3 credits.

Impact of analytics on successful marketing decisions. Topics include marketing metrics, digital analytics, marketing response models, segmentation, product design, experimentation and big data. It is designed for students with some background in quantitative methods and an exposure to basic marketing research concepts. A combination of lectures, cases and hands-on model building focused on marketing analytics.

**Requisites:** Sophomore standing, MARKETNG 300, and 310. Not open to graduate students

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 460 – MARKETING STRATEGY**

3 credits.

Capstone marketing decision-making course emphasizing analysis of the external environment. The coordination of tactical and strategic marketing plans with the goals and objectives of the firm.

**Requisites:** Senior standing, MARKETNG 300, 305, and 310, or declared in the Business Exchange program

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 700 – MARKETING MANAGEMENT**

2-3 credits.

Provides a framework for evaluating marketing problems and developing a marketing strategy. Customer, competitor, and collaborator factors are emphasized as foundations for marketing decision-making. Examines the key aspects of product, pricing, distribution, and promotion strategy.

**Requisites:** Declared in a Master of Business Administration degree program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**MARKETNG 705 – CONSUMER BEHAVIOR**

2-3 credits.

Analysis of theories and models of behavior which underlie the process of consumer decision-making. Marketing applications of psychological, sociological and social-psychological factors.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 710 – MARKETING RESEARCH**

2-3 credits.

An overview of the marketing research process from a methodological perspective. Topics: Research design, data collection procedures, sampling and data analysis.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 715 – SOCIAL CREATIVE MARKETING**

2-3 credits.

Covers multiple approaches to marketing communications. Identifies unique opportunities for creatively solving problems. Develops skills to approach marketing solutions from creative ethical perspectives. Builds and refines marketing skills required to identify, articulate, and resolve marketing and policy problems. Leverages marketing communications to improve society and well-being.

**Requisites:** Graduate/professional standing or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**MARKETNG/OTM 722 – LOGISTICS MANAGEMENT**

2-3 credits.

A foundation in transportation, order fulfillment, warehousing, materials planning including MRP, demand planning, import/export fundamentals, ERP systems, supply chain metrics, and leading supply chain technologies such as RFID.

**Requisites:** Graduate/professional standing or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**MARKETNG/OTM 724 – STRATEGIC GLOBAL SOURCING**

3 credits.

Supply management (procurement) is widely recognized as one of the most critical elements in global supply chain management. The function plays a major role in maximizing the value and the integration of supply chain operations. Explores the key aspects of modern supply management including functional responsibilities and exemplary practices for major industry sectors.

**Requisites:** Graduate/professional standing and (MARKETNG 300 and OTM 300) or (MARKETNG 700 and OTM 700)

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 725 – MARKETING CHANNEL STRATEGY**

2-3 credits.

Marketing channels are the inter-organizational systems and entities involved in making products and services available for consumption at the right place, time, and customer value proposition. Explores the elements, design, and management of marketing channels including channel institutions/entities; market segmentation; selecting and incentivizing partners; managing channel relationships, power, and conflict. Particular emphasis will be placed on the strategic role of channels in achieving a firm's objectives.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700, OTM 300, or 700), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG/OTM 726 – SUPPLY CHAIN STRATEGY**

3 credits.

Focuses on strategic issues and current theory and practice in supply chain management. Effective design and management of supply chain resources is a key source of competitive advantage for organizations. Supply chain management is a cross-functional discipline that concentrates on the management of goods, services, and information among all links in the value chain.

**Requisites:** (MARKETNG 300 and OTM 300) or (MARKETNG 700 and OTM 700) and graduate/professional standing, or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2022

**MARKETNG/OTM 727 – INFORMATION TECHNOLOGY IN SUPPLY CHAINS**

3 credits.

Explores the concepts and practices of using information technology to effectively manage and operate supply chains of businesses and other organizations. Topics include supply chain processes, enterprise resource planning (ERP) system implementation, and supply chain simulations using SAP software.

**Requisites:** Graduate/professional standing or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG/OTM 728 – SUPPLY CHAIN CAPITAL MANAGEMENT**

3 credits.

Supply chain capital management refers to the set of activities and solutions available to finance an organization's supply chain infrastructure. As supply chains become more extended and complicated a need has developed to both manage and fund the supply network. Define and study the various influencers on the supply chain capital structure. Investigate risks, mitigation techniques, metrics and themes relating to the topic.

**Requisites:** Graduate Students Only

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2020

**MARKETNG 730 – STRATEGIC PRICING**

2-3 credits.

Pricing is one of the most important but least understood of marketing decisions. Focus on key concepts and techniques for evaluating and formulating pricing strategies through analytical and experiential learning methods.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 735 – BRAND STRATEGY**

2-3 credits.

Provides a comprehensive and up-to-date treatment of the subjects of brand, brand equity, and strategic brand management. Examines the concepts and techniques to improve the long-term performance of brand strategies.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2022

**MARKETNG 737 – NEW PRODUCT INNOVATION**

2-3 credits.

Explores strategies and processes by which organizations effectively discover, develop, and launch impactful new products. Includes design thinking methods and the stage-gate approach to generate and evaluate new product ideas.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 745 – DIGITAL MARKETING ANALYTICS**

2-3 credits.

Introduces business analytic techniques applied in the context of digital marketing. Includes approaches to design, run, evaluate, and improve online marketing tactics in order to meet specific business objectives such as customer acquisition. Covers digital analytics methods and execution of marketing tactics with data-driven techniques. Emphasizes the implementation of analytic skills on practical problems.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 755 – MARKETING IN A DIGITAL AGE**

2-3 credits.

A foundational understanding of digital marketing channels and how successful marketing campaigns use the numerous online and mobile platforms. Fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media campaigns, mobile apps, content strategy and paid search advertising.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 760 – GROWTH MARKETING STRATEGIES**

2-3 credits.

Development and effective implementation of planned growth marketing strategies is a pre-requisite to enhancing business performance but is difficult to do. Explore the following topics utilizing an evidence-based approach: growth marketing strategy frameworks; resources and capability for marketing strategy formulation and execution; market orientation, customer orientation, and competitor orientation; key strategy decision points (market selection, value proposition, timing); common implementation problems; organizing for execution; and metrics and performance assessment.

**Requisites:** Graduate/professional standing or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**MARKETNG 765 – CONTEMPORARY TOPICS**

1-4 credits.

Exploration of advanced subject areas possibly to be introduced into the business curriculum.

**Requisites:** Graduate standing and (MARKETNG 300 or 700)

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2023

**MARKETNG 770 – MARKETING CONSULTING PRACTICUM**

2-4 credits.

Apply and synthesize acquired knowledge through an applied consulting project. Provides the opportunity to explore/apply concepts like identifying and understanding the business challenge; applying marketing research and analytics methods to discover consumer insight to help answer the business challenge; developing recommendations based on the discovered findings; and communicating findings and recommendation(s).

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, for 2 number of completions

**Last Taught:** Spring 2022

**MARKETNG 775 – SOCIAL MEDIA MARKETING**

2-3 credits.

Social Media (Facebook, Twitter, Instagram etc.) has changed the way brands communicate with their consumers and vice versa. In this digital age, marketers and entrepreneurs can create competitive advantage for their brand by mastering the science and art of social media strategy. The goal is to understand how brands can leverage social for competitive advantage, consumer listening and innovation. Provides a strong theoretical foundation coupled with practical experience of developing and managing social media strategies for brands.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG/E P D/GEN BUS 782 – MARKETING FOR NON-MARKETING PROFESSIONALS**

1 credit.

An overview of marketing's role within an organization, the key elements of a marketing plan, and how the plan is implemented. Students will learn about buyer demographic, psychographic and purchasing decision behavior. A thorough understanding of the customer enables students to develop a coordinated marketing mix (product, price promotion and place) that will satisfy the customer better than the competition and at the required margin. Students will leave the course understanding the degree to which all company functions must be coordinated and focused on the customer. This course will not apply toward fulfilling the MBA degree requirements.

**Requisites:** Graduate/professional standing or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 799 – READING AND RESEARCH-MARKETING**

1-6 credits.

Individual work suited to the needs of graduate students may be arranged both during regular sessions and the intersession periods.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2022

**MARKETNG 805 – QUALITATIVELY-BASED MARKETING INSIGHTS**

2-3 credits.

Understanding and application of in-depth qualitative market research methods, with an emphasis on the interpretation of qualitative data. Provides hands-on experience with different methodological techniques and immersion in a cultural perspective for systematically analyzing data from a marketing perspective.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 815 – MARKETING ANALYTICS**

2-3 credits.

Study of the impact of analytics on successful marketing decisions. A spectrum of topics include Marketing Metrics, Digital Analytics, Marketing Response Models, Segmentation, Product Design, Experimentation and Big Data. Applicable to careers in marketing analytics, product management and consulting.

**Requisites:** Graduate/professional standing and (MARKETNG 300, 700 or GEN BUS 311), or declared in graduate Business Exchange program

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2023

**MARKETNG 840 – CURRENT TOPICS IN MARKETING**

1 credit.

Expose to emerging and current topics in the industry of marketing through applied learning experiences - case studies, industry meetings, and exercises or workshops.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, for 3 number of completions

**Last Taught:** Spring 2023

**MARKETNG 971 – SEMINAR-MARKETING PHD, CONTEMPORARY TOPICS IN MARKETING**

1-3 credits.

Analysis and discussion of contemporary issues in marketing.

**Requisites:** Declared in Business PHD

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2022

**MARKETNG 972 – SEMINAR-MARKETING PHD, RESEARCH METHODS IN MARKETING**

1-3 credits.

Specialized subject matter of current interest to doctoral students.

**Requisites:** Declared in Business PHD

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2023

**MARKETNG 990 – MARKETING INDEPENDENT RESEARCH PHD THESIS**

1-12 credits.

Individual work to complete dissertation requirement of Ph.D. program.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2023

**MARKETNG 999 – READING AND RESEARCH-MARKETING PHD**

1-6 credits.

Individual work suited to the needs of Ph.D. students may be arranged both during regular sessions and during the intersession periods.

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2023