MKT 3110 or MKT 5105 or Eng Mgt 3510.

Practical analysis, including extensive use of simulation. Prerequisite: Integration of marketing concepts through theoretical overview and identification and analysis of strategic managerial marketing issues.

MKT 4580 Marketing Strategy (LEC 3.0)
Identification and analysis of strategic managerial marketing issues. Integration of marketing concepts through theoretical overview and practical analysis, including extensive use of simulation. Prerequisite: MKT 3110 or MKT 5105 or Eng Mgt 3510.

MKT 5105 Graduate Marketing and Strategy Essentials (LEC 1.5)
A managerial examination of integrated marketing communication (IMC) and creativity, with a focus on digital media and new marketing concepts. Specifically, we will look at innovative marketing techniques such as viral marketing, brand communities, experiential marketing and guerilla tactics. Prerequisites: At least Junior standing.

MKT 5310 Digital Marketing and Promotions (LEC 3.0)
A managerial examination of integrated marketing communication (IMC) and creativity, with a focus on digital media and new marketing concepts. Specifically, we will look at innovative marketing techniques such as viral marketing, brand communities, experiential marketing and guerilla tactics. Prerequisites: At least Junior standing.

MKT 5320 Marketing for Non-Profits (LEC 3.0)
Illustrates the importance of creating synergy within a marketing campaign. Speaking with "one voice" allows a brand to make a stronger impact; students will work with a local non-profit to improve their marketing message at each customer touch point. Students will analyze a marketing plan and work to improve it, including brochures & donation letters. Prerequisites: At least Junior standing.

MKT 5410 Big Data Consumer Analytics (LEC 3.0)
In this course, we will discuss the challenges that companies face in extracting and utilizing insights from consumer Big Data to implement innovation in various marketing activities. Additionally, we will explore various approaches of analyzing consumer Big Data. The course will include lectures, case studies and simulation. Prerequisites: Bus 6622 or both MKT 3110 and one of the following: Stat 1111, Stat 1115, Stat 1116, Stat 3111, Stat 3113, Stat 3115, or Stat 3117.