

# MARKETING (MKT)

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## **MKT 5000 Special Problems** (IND 0.0-6.0)

Problems or readings on specific subjects or projects in marketing.  
Prerequisite: Consent of instructor required.

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## **MKT 5001 Special Topics** (LEC 0.0-6.0)

This is designed to give the department an opportunity to test a new course. Variable title.

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## **MKT 5099 Research** (IND 0.0-9.0)

Research investigation of an advanced nature leading to a major report suitable for publication in a journal or in a conference proceedings.  
Prerequisite: Consent of instructor required.

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## **MKT 5105 Graduate Marketing and Strategy Essentials** (LEC 1.5)

This course is an introduction to the essentials of marketing and strategy for running a business. It's designed for students planning to enter the MBA program who need this area and for non-business students who want some business background. Credit cannot be applied to any major or minor in Business, IS&T or Economics. Additional case study or report required. Prerequisite: Bachelor Degree.

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## **MKT 5150 Customer Focus and Satisfaction** (LEC 3.0)

Major emphasis is given to the concept of customer focus, with coverage of techniques for obtaining customer needs, measuring customer satisfaction, developing products and services to satisfy customers, and maximizing the benefits of customer feedback. A semester long HoQ project will be done. Prerequisites: Mkt 3110 or Mkt 3105 or Eng Mgt 3510. (Co-listed Bus 5150).

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## **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.

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## **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.

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## **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.

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## **MKT 6150 Advanced Customer Focus and Satisfaction** (LEC 3.0)

Major emphasis is given to the concept of customer focus, with coverage of techniques for obtaining customer needs, measuring customer satisfaction, developing products and services to satisfy customers, and maximizing the benefits of customer feedback. Individual focused research is included. Prerequisite: MKT 3110 or MKT 3105 or ENG MGT 3510. (Co-listed with BUS 6150).

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## **MKT 6580 Advanced 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. Independent work on marketing project. Prerequisites: MKT 3110 or MKT 6622 or ENG MGT 3510.

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