MARKETING

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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)

Introduction and application of important concepts, principles, and theories to
understanding consumer decision-making processes in the purchase, usage
and disposal of goods and services. Examines the influence of cultural,
social, and psychological factors on consumer behavior. Prerequisite:
Bachelor Degree.

MKT 3210 Consumer Behavior (LEC 3.0)

Introduces and applies important concepts, principles, and theories to
understand consumer decision-making processes in the purchase, usage
and disposal of goods and services. Examines the influence of cultural,
social, and psychological factors on consumer behavior. Prerequisite:
MKT 3110.

MKT 4099 Undergraduate Research (IND 0.0-6.0)

Designed for the undergraduate student who wishes to engage in
research. Not for graduate credit. Not more than six credit hours
allowed for graduation credit. Subject and credit to be arranged with the
instructor. Prerequisite: Consent of instructor required.

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 5000 Special Problems (IND 0.0-6.0)

Problems or readings on specific subjects or projects in the department. Consent of instructor required.

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.

MKT 5000 Special Problems (IND 0.0-6.0)

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

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.

MKT 5000 Special Problems (IND 0.0-6.0)

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

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.

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).

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 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,