MARKETING

Nobuyuki Fukawa, Associate Professor
PHD Louisiana State University

Sarah Margaret Stanley, Associate Professor
PHD Saint Louis University

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 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:
Bachelor Degree.

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 4580 Marketing Strategy
LEC 3.0
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 3000 Special Problems
LEC 0.0-6.0
Problems or readings on specific subjects or projects in marketing.
Prerequisite: Consent of instructor required.

MKT 3000 Special Problems
LEC 0.0-6.0
Problems or readings on specific subjects or projects in marketing.
Prerequisite: Consent of instructor required.

MKT 3001 Special Topics
LEC 0.0-6.0
This is designed to give the department an opportunity to test a new
course. Variable title.

MKT 3001 Special Topics
LEC 0.0-6.0
This is designed to give the department an opportunity to test a new
course. Variable title.

MKT 3105 Marketing and Strategy Essentials
LEC 1.5
This course is an introduction to the essentials of marketing and strategy
for running a business. It is designed for students planning to enter the
MBA program who need this area and for non-business students who
want some business background. Credit in this course cannot be applied
to any major or minor in Business, IS&T, or Economics. Prerequisite:
Bachelor Degree.

MKT 3110 Marketing
LEC 3.0
The course examines the distribution, product, price, and promotion
policies that underlie the activities of marketing institutions and the
managerial, economic, and societal implications of such policies.

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 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 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 5009 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.

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.

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 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,