Marketing (MKT)

MKT 295 Special Topics in Marketing (1-6 credit hours)
Presentation of accounting material at the 200-level not normally available in regular course offerings, or offering of new courses on a trial basis. Course may be taken multiple times only if topic is different.

Typically offered in Fall, Spring, and Summer

MKT 412 Global Business Case Analysis (3 credit hours)
This training program teaches you to diagnose complex global business problems, conduct rigorous analyses, design evidence-based strategies, and persuasively present these ideas to executives. Through intensive trainings and live industry cases from partners, you develop effective decision-making, teamwork, and communication skills -- preparing you to lead with confidence in fast-paced global business environments.

Typically offered in Fall and Spring

MKT 434 Sales Management & Leadership (3 credit hours)
This course blends classic sales management concepts with leadership, coaching, conflict mediation, and technology integration, using real-world cases, simulations, and role-plays.

Prerequisite: MKT 433
Typically offered in Fall and Spring

MKT 495 Special Topics in Marketing (1-6 credit hours)
Presentation of material not normally available in regular course offerings, or offering of new courses on a trial basis. Course may be taken multiple times only if the topic is different.

Typically offered in Fall, Spring, and Summer

MKT 498 Independent Study in Marketing (1-6 credit hours)
Detailed investigation of topics of particular interest to advanced undergraduates under faculty direction on a tutorial basis. Credits and content determined by faculty member in consultation with Department Head. Individualized/Independent Study and Research courses require a "Course Agreement for Students Enrolled in Non-Standard Courses" be completed by the student and faculty member prior to registration by the department.

Typically offered in Fall, Spring, and Summer

MKT 510 Marketing Management and Strategy (2 credit hours)
Market segmentation, targeting, and positioning. Channels of distribution, promotion strategy, product development strategy, and pricing strategy. Relationship marketing and marketing strategy. Restricted to MBA students.

Typically offered in Fall and Summer

MKT 521 Consumer Behavior (3 credit hours)
Consumer perception of products and brands, including the role of product design and development of consumer attitudes. Analysis of how consumers make decisions and how those decisions can be influenced by messaging, pricing, and emotions.

Typically offered in Fall and Spring

MKT 528 Marketing and Corporate Social Responsibility (1 credit hours)
This course examines the intersection of marketing and corporate social responsibility from the consumer's perspective. Students explore foundational concepts in marketing and corporate social responsibility, evaluate the effectiveness of corporate responsibility initiatives, and learn how organizations can design and communicate socially responsible efforts that resonate with consumers.

Typically offered in Fall only

MKT 529 Marketing Consulting Practicum (3 credit hours)
This course provides students a hands-on opportunity to conduct a consulting project for a partner corporation that integrates marketing research and strategy. Students must be committed to high-engagement and challenging tasks beyond the typical course, but will gain unique experience in C-suite strategy formation.

Restriction: Instructor approval required
Typically offered in Spring only

MKT 531 Business Relationship Management (3 credit hours)
Strategic, successful management of the multitude of business relationships that contemporary managers face. Universal and idiosyncratic business relationship skills to allow technically-oriented managers such as engineers and scientists to interact with a variety of constituents. Integrated perspective of marketing communications as a process of successfully interacting with each constituency with the goal of fostering long-term satisfaction and loyalty, which ultimately translates to sustainable competitive advantage.

Typically offered in Spring only

MKT 538 Art and Science of Negotiation (1 credit hours)
This course is designed to provide students with both a conceptual and practical understanding of interpersonal negotiations. Class sessions are highly interactive and require each student's active engagement to learn the multiple facets of negotiation. Course content includes the fundamentals of negotiation, distributive negotiation, integrative negotiation, multi-party negotiation, cognitive tactics, and emotional tactics. Students will participate in both individual and multi-party negotiations, with negotiation complexity increasing as the course progresses. This course is designed in an executive education format. All materials are in English, and enrolled students must be proficient in both written and spoken English.

Typically offered in Spring only

MKT 541 Digital Marketing (3 credit hours)
This course covers the basics of digital marketing from an analytics perspective. Each channel of digital marketing, such as search engine optimization, social, mobile, web, email, and video, are examined and their relationship to overall firm marketing strategy is explored.

Typically offered in Fall and Spring

MKT 542 Digital Transformation (3 credit hours)
In this course, students will explore how emerging technologies are transforming industries, learn frameworks for crafting successful digital strategies, and examine the pivotal role of leadership in driving and sustaining organizational change, as digital leaders play a crucial role in steering these often complex and disruptive efforts, building organizational confidence and guiding teams through uncertain transitions.

Typically offered in Summer only

MKT 551 Research Methods In Marketing (3 credit hours)
Marketing research is the foundation of evidence-based business decisions. This course introduces the principles and practices that transform managerial questions into reliable insights through the entire research process in companies. Students will build the skills to critically assess data, uncover insights, and deliver recommendations that drive meaningful impact across diverse managerial contexts.

Typically offered in Fall only

MKT 552 Marketing Analytics (3 credit hours)
Analytical techniques to convert a wealth of data on customers and markets into insights to guide business decisions. Taking a hands-on and systematic approach on the steps involved in harnessing knowledge from data, the course covers the various data techniques and steps involved in data- and model-driven management decisions. Techniques include market response models, conjoint analysis, discrete choice models.

Typically offered in Fall and Spring

MKT 553 Machine Learning and AI in Marketing (3 credit hours)
This course covers various machine learning techniques and applications of Artificial Intelligence that help harness business and marketing insights from datasets. This is an applied and quantitative course that involves extensive analysis of data.

Typically offered in Fall only

MKT 554 Pricing Strategy & Analytics in Marketing (3 credit hours)
Pricing is where strategy becomes profit. This course equips you to capture value, anticipate customer and competitor moves, and design pricing that drives growth. Through cases, simulations, and hands-on analytics, students will master the tools executives use to make high-stakes decisions and turn pricing into a lasting competitive advantage.

Typically offered in Spring only

MKT 557 Marketing Metrics (1 credit hours)
This course explores the value of setting performance goals as part of the development of marketing plans and explores commonly used approaches to goal structuring such as KPI (Key Performance Indicator) and OKR (Objective & Key Results). Numerous metrics that are used to evaluate marketing initiatives will be discussed, including overall metrics, brand metrics, promotional metrics and customer satisfaction metrics. A realistic, critical view is taken of many of these metrics; some metrics have shortcomings in certain situations that managers should be aware of. Individual assignments will emphasize not only an understanding of the goal setting process, but also the application of these metrics to marketing decision making. An emphasis on exposing students to differing approaches to goal setting and performance measurement across companies (and industries) will be a theme of this course.

Typically offered in Summer only

MKT 558 CRM Analytics (1 credit hours)
This course focuses on the marketing and customer aspect of business analytics by teaching the steps involved in analyzing customer level data and applying customer analytics to generate data insights used to strengthen customer-firm relationships. The broad goal is to learn how to use and convert customer data into information and apply the tools in customer relationship management such as customer lifetime value, RFM analysis and market basket analysis.

Typically offered in Spring only

MKT 559 Marketing Analytics Practicum (3 credit hours)
This course builds upon previous data analytics courses and involves applied learning to find solutions to marketing problems using data-analytics skills, tools, and methodologies. Teams of students will be paired with a business leader and a faculty advisor to work together to identify key marketing related issues, work on data collection and analyses needed to address the issues, and apply the required analytics tools and methodologies to conduct the analyses. Each practicum will culminate with the student team presenting their findings and recommendations to the management of the business.

Prerequisite: ITAO 550 and ITAO 551 and ITAO 552
Typically offered in Fall and Spring

MKT 561 Product and Brand Management (3 credit hours)
Marketing planning and product management. New product concept evaluation and selection. Managing products over the life cycle. Developing and implementing a brand strategy. Repositioning and revitalizing brands. Brand extension. Managing global brands.

Typically offered in Fall and Spring

MKT 562 Experience Innovation and Strategic Design (3 credit hours)
Successful innovation involves creating more valuable experiences for users and customers. The course covers key concepts and methodologies for experience-based innovation, drawing on design and creativity frameworks to fully understand customer experiences. Course activities include exercises and a project to practice innovation and "design-thinking" tools and techniques in a business context. Relevant strategic perspectives for designing innovative products and services are addressed through case studies and other managerial readings with practical business application. The importance of a multi-disciplinary approach to experience innovation is emphasized, such that the course is suitable for students in all disciplines with an interest in innovation.

Typically offered in Spring only

MKT 569 Product Design and Development (4 credit hours)
Total product realization process, including customer needs analysis, product design and engineering, manufacturability assessment and marketing plan development. Definition of relevant market, design and engineering principles, financial considerations and manufacturing aspects of product development process. Application and integration of business, design and engineering methodologies, concepts and tools on actual product design and development project.

Typically offered in Fall only

MKT 590 Special Topics In Marketing (1-6 credit hours)
Presentation of material not normally available in regular courses offerings or offering of new courses on a trial basis.

Typically offered in Fall, Spring, and Summer