

MARKETING (MKT)

MKT 803 – Independent Study of Marketing 1-3 credit hours

The focus of this course is an independent investigation into a Marketing topic selected by the student. Students work individually with an appropriate faculty mentor in selecting and developing a project or research study of particular interest and significance to them in the field of Marketing. Permission of the MBA director is required for the independent study to count toward the MBA program course requirements.

Total Credits Allowed: 3.00

Prerequisite: 3 hours of 800 level Marketing courses

MKT 830 – International Marketing 3 credit hours

A comprehensive overview of existing international marketing systems, history and development.

Prerequisite: MKT 300 or equivalent

MKT 830P – International Marketing 3 credit hours

A comprehensive overview of existing international marketing systems, history and development.

Prerequisite: MKT 300 or equivalent

MKT 833 – Marketing Channels Management 3 credit hours

How to design, organize and control the alliances among the institutions, agencies, and within a company unit involved with the process of making certain that products and services are available for consumption by industrial, commercial, and household end users.

Prerequisite: MKT 300 or permission of instructor

MKT 833P – Marketing Channels Management 3 credit hours

How to design, organize and control the alliances among the institutions, agencies, and within a company unit involved with the process of making certain that products and services are available for consumption by industrial, commercial, and household end users.

Prerequisite: MKT 300 or permission of instructor

MKT 834 – Industrial Marketing 3 credit hours

Marketing in the business-to-business environment including trade, institutional, service, agri-business, and governments; study of purchasing and buyer behavior in organizations; determination of business-to-business marketing strategies as well as e-business strategies.

Prerequisite: MKT 300 and MKT 438

MKT 834P – Industrial Marketing 3 credit hours

Marketing in the business-to-business environment including trade, institutional, service, agri-business, and governments; study of purchasing and buyer behavior in organizations; determination of business-to-business marketing strategies as well as e-business strategies.

Prerequisite: MKT 300 and MKT 438

MKT 835 – Marketing Research 3 credit hours

To structure research procedures for solving managerial problems. Course emphasis is on development of a complete marketing research project.

Prerequisite: MKT 300 and MGT 233

MKT 835P – Marketing Research 3 credit hours

To structure research procedures for solving managerial problems. Course emphasis is on development of a complete marketing research project.

Prerequisite: MKT 300 and MGT 233

MKT 837 – Sales Management 3 credit hours

The concepts and practices of an established body of management knowledge used to cope with the dynamic business environment of both direct and telemarketing sales; job descriptions and qualifications, recruiting, training, determining sales potential, establishing work loads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people.

Prerequisite: MKT 300 and MKT 438

MKT 837P – Sales Management 3 credit hours

The concepts and practices of an established body of management knowledge used to cope with the dynamic business environment of both direct and telemarketing sales; job descriptions and qualifications, recruiting, training, determining sales potential, establishing work loads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people.

Prerequisite: MKT 300 and MKT 438

MKT 838 – Consumer Behavior 3 credit hours

A detailed and in-depth analysis of why and how people buy, based upon an understanding of the nature of consumer behavior on both the micro and macro levels; includes the effects of internal and external influences on decision making.

Prerequisite: MKT 300

MKT 838P – Consumer Behavior 3 credit hours

A detailed and in-depth analysis of why and how people buy, based upon an understanding of the nature of consumer behavior on both the micro and macro levels; includes the effects of internal and external influences on decision making.

Prerequisite: MKT 300

MKT 840 – Advertising Management 3 credit hours

A study of advertising as a marketing function with emphasis on planning and implementing the advertising campaign, creating copy and layouts, media selection, and scheduling.

Prerequisite: MKT 300

MKT 840P – Advertising Management 3 credit hours

A study of advertising as a marketing function with emphasis on planning and implementing the advertising campaign, creating copy and layouts, media selection, and scheduling.

Prerequisite: MKT 300

MKT 856 – Marketing Management Seminar 3 credit hours

This course is concerned with managing the marketing function including market and environmental analysis and strategy development and implementation. The seminar-format course employs a mixture of case discussions, readings, lectures, written and oral assignments, and a consultancy project.

Prerequisite: FIN 809

MKT 857P – E-Marketing 3 credit hours

The pragmatic and theoretical aspects of E-marketing, including E-mail orders and direct response advertising, reassurability and accountability, E-mail lists and data, plus the integration of E-marketing programs into total marketing efforts and into overall organization goals and functions. On demand.

MKT 860P – Strategic Product Management 3 credit hours

To develop an awareness and understanding of the issues, tools and techniques used from inception to launch of a product.

MKT 875 – Marketing Internship 1-3 credit hours

Professional experience and development of the student in a managerial capacity. The internship is an opportunity for the student to integrate what has been learned during program coursework in an applied setting. Objectives, content, duration, expected outcomes and credit hours of the internship will be determined by the MBA Director (or Chair of the Marketing/Agribusiness/Supply Chain Management Department) and the Internship Director. One credit hour = 100 clock hours logged within the setting.

MKT 883 – Marketing Dynamics Seminar 3 credit hours

Marketing theory is briefly reviewed to provide a background for intensive analysis of contemporary and sometimes controversial marketing issues. Course content necessarily changes each semester to reflect the changing marketing scene.

MKT 896 – Thesis 3-6 credit hours

Total Credits Allowed: 6.00

MKT 899 – Marketing Topics 3 credit hours

In-depth coverage of selected subjects, problems, and current topics in Marketing which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study fresh Marketing topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering.

Prerequisite: MKT 856