

MARKETING (MKTG)

MKTG 5314 Strategic Logistics Mgmt

Credits: 3 (3-0-0)

Integration of transportation, inventory, facility location, informational flow, materials handling, and protective packaging activities into a system for managing physical flow of inbound and outbound products and materials.

Prerequisites: ECON 5301 and FINC 5302

Restrictions: Enrollment is limited to Graduate level students.

MKTG 5355 Brand Management

Credits: 3 (3-0-0)

This course examines the importance of developing, supporting, and positioning a brand in an effort to develop a sustainable competitive advantage. Students will learn how brand elements (e.g. slogans, jingles, and logos) can be used to reinforce a brand's image.

Restrictions: Enrollment is limited to Graduate level students.

MKTG 5361 Seminar in Marketing

Credits: 3 (3-0-0)

Marketing theory and strategy emphasizing the utilization of marketing concepts in the organization.

Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Business Admin degree.

MKTG 5362 Applied Buyer Behavior

Credits: 3 (3-0-0)

This course will provide an understanding of how and why consumers think the way they think and choose the way they choose in the market place. Such understanding of consumers' decision-making process and post-decision satisfaction will help business professions to effectively market their products or brands to consumers.

Prerequisites: MKTG 5361.

Restrictions: Enrollment is limited to Graduate level students.

MKTG 5363 International Marketing Mgmt

Credits: 3 (3-0-0)

Study of the competitive need to globalize marketing efforts by coordinating domestic and foreign marketing programs. Covers topics from strategic formulation through implementation of marketing programs.

Restrictions: Enrollment is limited to Graduate level students.

MKTG 5364 Marketing Research

Credits: 3 (3-0-0)

This course teaches marketing research methods which are instrumental in the formulation and solution of marketing problems. The student will acquire skills in conducting and evaluating marketing research projects, especially on problem formulation, research design, various methods of data collection (such as data collection instruments, sampling, and field operations), and data analysis techniques. Applications of modern marketing research methods to a variety of marketing problems are explored.

Prerequisites: MKTG 5361.

Restrictions: Enrollment is limited to Graduate level students.

MKTG 5369 Spec Prob in Marketing

Credits: 3 (3-0-0)

Special studies or internship in marketing. May be repeated once for credit.

Restrictions: Enrollment is limited to Graduate level students.

Repeat Status: Course may be repeated 1 time(s).