Marketing Courses (MKTG)

This is a list of all marketing courses. For more information, see Marketing.

MKTG:1300 First-Year Seminar 1 s.h.
Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities).

MKTG:3000 Introduction to Marketing Strategy 3 s.h.
Philosophy and activities of marketing; marketing environment of an organization; strategies with respect to marketing decisions, buyer behavior; spreadsheet analysis of marketing problems. Prerequisites: ECON:1100. Requirements: junior standing.

MKTG:3050 Professional Preparation in Marketing 2 s.h.
Overview of alternative marketing careers and the required skills and personal characteristics that drives success in these fields; hard and soft skills required in major types of marketing careers; developing a professional brand identity and a strategy for finding marketing internships and permanent employment opportunities; marketing’s relationship to other business and organizational functions and to the external environment. Corequisites: MKTG:3050.

MKTG:3051 Career Preparation for Marketing Management 1 s.h.
Finding and successfully competing for career opportunities in marketing management; includes online exercises, interactions with marketing executives, and participation in one of the national organizations representing marketing management professionals. Prerequisites: MKTG:3000 and MKTG:3050.

MKTG:3052 Career Preparation for Retailing 1 s.h.
Finding and successfully competing for career opportunities in retailing; online exercises, interactions with retailing executives, and participation in one of the national organizations representing retailing professionals. Prerequisites: MKTG:3050 and MKTG:3000.

MKTG:3053 Career Preparation for Professional Sales 1 s.h.
Finding and successfully competing for career opportunities in professional sales; online exercises, interactions with sales executives, and participation in one of the national organizations representing sales professionals. Prerequisites: MKTG:3050 and MKTG:3000.

MKTG:3054 Career Preparation for Market Analytics 1 s.h.
Finding and successfully competing for career opportunities in market analytics; online exercises, interactions with market research executives, and participation in one of the national organizations representing market research professionals. Prerequisites: MKTG:3050 and MKTG:3000.

MKTG:3100 Marketing Research 3 s.h.
Marketing, research methods; role of marketing research information as a tool in management decision making. Prerequisites: MKTG:3000 and (ECON:2800 or STAT:2020 with a minimum grade of B or ECON:4800 or STAT:4101).

MKTG:3101 Marketing Metrics 3 s.h.
Identifying and measuring key metrics that are the focus for marketing plans and the backbone for evaluating marketing performance (e.g., penetration, share of requirements, customer satisfaction, churn rates, click-through rates, and customer lifetime value); relationship between conceptual models of business-to-business and business-to-consumer behaviors and the selection of appropriate metrics; emphasis on use of metrics as basic inputs for goal setting, marketing decision making, and evaluation. Prerequisites: MKTG:3100 and MKTG:3000.

MKTG:3102 Marketing Analytics 3 s.h.
Marketing science models used in strategic and tactical marketing decisions; application of consumer behavior in the development of quantitative models that inform marketing mix decisions (advertising, pricing, and salesforce effort), new product development, product line management, and category management; topics may include product mapping, latent class (segmentation) analysis, conjoint analysis, choice modeling (binary and multinomial logic), diffusion models (word-of-mouth), decision-calculus (“models and manager” technology), churn analysis and web analytics. Prerequisites: MKTG:3000 and MKTG:3100.

MKTG:3103 Advanced Marketing Research 3 s.h.
Traditional and nontraditional research techniques to address business problems that have a relationship to basic research; primary focus on hands-on experience and peer-based learning. Prerequisites: MKTG:3000.

MKTG:3200 Consumer Behavior 3 s.h.
Behavioral and social aspects of marketing; research methods and findings from behavioral sciences, their relation to production, consumption, and marketing of products, services. Prerequisites: MKTG:3000.

MKTG:3300 Web Business Strategy 3 s.h.
Introduction to World Wide Web business and marketing; concepts, methods, and applications associated with doing business on the web; web page construction and design; case studies and/or entrepreneurial projects. Prerequisites: MKTG:3000.

MKTG:3301 Merchandise Management 3 s.h.
Merchandise and service mix strategies for alternative retail concepts, including various store and online formats; topics include national brands versus private label, multi-channel distribution, logistics, replenishment strategies, pricing, promotion, product assortment, store layout, and point-of-sale and in-store merchandising. Prerequisites: MKTG:3000.

MKTG:3302 Direct Marketing Strategies 3 s.h.
Principles and processes of direct and database marketing; insight into the requirements for building a customer-based marketing strategy. Prerequisites: MKTG:3000.

MKTG:3700 Marketing Institute Seminar I 2 s.h.
Soft skills and professional expertise to succeed in marketing and consulting careers; résumé and interview training, industry presentations, business case assignments, lectures. Prerequisites: MKTG:3000. Requirements: admission to the Marketing Institute.
MKTG:3701 Marketing Institute Field Studies 2 s.h.
Plan, design, carry out, and report on a marketing research project for a profit or nonprofit client organization; communicate with managers, apply knowledge of marketing research, meet deadlines, and convert research findings into actionable recommendations for management. Prerequisites: MKTG:3700 and MKTG:3000. Requirements: admission to the Marketing Institute.

MKTG:3702 Marketing Institute Seminar II 2 s.h.
Development of soft skills and professional expertise to succeed in marketing and consulting careers; résumé and interview training, industry presentations, business case assignments, lectures; mentor students in marketing institute seminar. Prerequisites: MKTG:3000 and MKTG:3701 and MKTG:3700. Requirements: admission to the Marketing Institute.

MKTG:4000 Contemporary Topics in Marketing 3 s.h.
Topics not regularly offered in other courses. Prerequisites: MKTG:3000.

MKTG:4050 Directed Readings in Marketing arr.

MKTG:4100 Advertising Theory 3 s.h.
Advertising as a promotional force; emphasis on theory, planning, resulting strategic and tactical decisions made by advertising executives. Prerequisites: MKTG:3000.

MKTG:4101 Integrated Marketing Communications 3 s.h.
Making marketing communication decisions and understanding how marketing communications work; planning and evaluation of marketing communications; theories, models, and tools to make better marketing communication decisions; course uses an Integrated Marketing Communications perspective, which involves understanding the role of the different promotional mix elements and coordinating them to develop effective marketing communication programs. Prerequisites: MKTG:3000.

MKTG:4200 Sales Management 3 s.h.
Personal selling, management of sales force; emphasis on recruitment, selection, training of sales representatives; problems in allocation of sales effort, supervision, control. Prerequisites: MKTG:3000.

MKTG:4201 Professional Selling 3 s.h.
Personal selling function in overall business strategy and professional selling process that underlies successful sales careers; emphasis on hands-on experiences in developing practical skills in sales strategy, analytics, and communications skills; students develop and make sales presentations, engage in role-playing exercises, and complete applied selling exercises as individuals or in sales teams; focus is on professional selling in a business environment, but students will also apply course concepts in other interpersonal business communications settings. Prerequisites: MKTG:3000.

MKTG:4250 Marketing and Sustainability 3 s.h.
Concepts for developing and implementing sustainable marketing strategies; developing more environmentally friendly products, more sustainable logistical systems, socially responsible pricing, and promoting sustainable products in a socially responsible way. Prerequisites: MKTG:3000.

MKTG:4275 Social Media Marketing 3 s.h.
Fundamentals of social media in a marketing context; establishing clear organizational goals, developing appropriate marketing strategies, and determining key campaign logistics (who, when, where); guest speakers and hands-on projects involving social media. Prerequisites: MKTG:3000.

MKTG:4300 International Marketing 3 s.h.
Differences in global environment: how cultural considerations, political, legal, and economic conditions affect market entry strategies and marketing mix decisions; development of marketing plan for non-U.S. environments. Prerequisites: MKTG:3000.

MKTG:4500 Marketing Management 3 s.h.
Marketing problems of organizations; emphasis on marketing manager's role in developing, presenting goal-oriented marketing strategies; application of marketing concepts to real business situations. Prerequisites: MKTG:3000 and MKTG:3050 and MKTG:3100 and MKTG:3200 and (MKTG:3300 or MKTG:3101 or MKTG:3102 or MKTG:3103 or MKTG:3400 or MKTG:3401 or MKTG:3701 or MKTG:4000 or MKTG:4101 or MKTG:4200 or MKTG:4201 or MKTG:4250 or MKTG:4275 or MKTG:4300 or MKTG:4800). Requirements: completion of 90 s.h.

MKTG:4800 Field Studies in Marketing 3 s.h.
Experience in planning, designing, carrying out, reporting on a marketing research project for a profit or nonprofit client organization; communication with managers, application of marketing research, meeting deadlines, converting research findings into action recommendations for management. Prerequisites: MKTG:3000 and MKTG:3100.

MKTG:4900 Academic Internship arr.
Professional internship experience with associated academic content.

MKTG:4999 Honors Thesis in Marketing 3 s.h.
Independent student project directed by faculty or staff advisor; culminates in thesis that conforms to University Honors Program guidelines; may include empirical research, library research, applied projects. Requirements: admission to the Tippie College of Business honors program.

MKTG:7800 Seminar in Consumer Behavior - Ph.D. 3 s.h.
Key facets of consumer behavior—information processing, perception, memory, learning, attitude formation, attitude change, decision making, emotion; behavioral research methods.

MKTG:7850 Seminar in Marketing Models-Ph.D. 3 s.h.
Theoretical, operational models in marketing, with emphasis on recent advances; in-depth criticism of models, participation in model development project.

MKTG:7900 Seminar in Research Topics-Ph.D. arr.
Individual research topics.

MKTG:7950 Directed Readings in Marketing-Ph.D. arr.

MKTG:7975 Thesis in Marketing arr.

MKTG:9000 Directed Readings in Marketing arr.

MKTG:9010 Contemporary Topics in Marketing 1-3 s.h.
Topics not regularly offered in other courses. Prerequisites: MBA:8110 and MBA:8150.

MKTG:9015 Social Media Marketing for Business 3 s.h.
Fundamentals of social media marketing; establishing clear organizational goals for engaging in social media to market a product or service, developing solid strategies for implementation, and determining other key campaign logistics. Prerequisites: MBA:8110.
MKTG:9110 Category Management  3 s.h.
Marketing strategy related to manufacturing product line
interactions, retailer product assortment, consumer response;
category definition, product line pricing and branding,
cross-category promotions, channel coordination, efficient
consumer response, loyalty programs, database marketing.
Prerequisites: MBA:8110.

MKTG:9120 Customer Relationship Management  3 s.h.
Analytical approaches to customer relationship management;
issues, techniques and terminology associated with
database marketing and data mining; analysis of customer
databases; assessing lifetime valuation (LTV) of customers,
identifying “high potential” customers, estimating return
on marketing investment, building predictive models to
estimate the probability of response to a marketing campaign.
Prerequisites: MBA:8110.

MKTG:9150 Brand Management  3 s.h.
Strategies for building, leveraging, and defending brands;
principles of consumer behavior, how they relate to building
brand identity and equity; branding of consumer goods and
services. Prerequisites: MBA:8110.

MKTG:9165 Digital Marketing Analytics  3 s.h.
Comprehensive introduction to current analytic tools and
technologies used in digital marketing; hands-on analyses
with JMP, a state-of-the-art visually stunning data analysis
software; strategic applications of marketing analytics to
data from B2C and B2B cases. Prerequisites: MBA:8150 and
MBA:8110.

MKTG:9170 Business to Business Marketing  3 s.h.
Industrial buyer behavior, buyer-seller relationships,
interactive product policy and market segmentation,
distribution and selling systems; skill development in market
strategy formulation for industrial products and services, and
in solving problems and making decisions about industrial
marketing. Prerequisites: MBA:8110.

MKTG:9190 International Marketing  3 s.h.
Domestic versus international perspective; identification and
evaluation of opportunities and risks in non-U.S. markets;
research problems in global markets; effects of international
organizations, foreign exchange, macroeconomic policies,
local law, and cultural differences on consumer behavior and
marketing decisions; multinational versus global marketing
strategies (entry, product adaptation, channel logistics,
pricing, promotion); emphasis on practical applications.
Prerequisites: MBA:8110.

MKTG:9200 Field Studies in Marketing  3 s.h.
Experience in planning, designing, carrying out, reporting on
a marketing research project for a profit or nonprofit client
organization; communication with managers, application of
marketing research, meeting deadlines, converting research
findings into action recommendations for management.
Prerequisites: MBA:8110 and MBA:8150.

MKTG:9300 Applied Marketing Research  2-3 s.h.
Research design, survey design, sampling, data analysis,
qualitative research methods, research project management.
Prerequisites: MBA:8110 and MBA:8150.

MKTG:9310 Marketing Analytics  2-3 s.h.
Quantitative tools to support marketing planning decisions,
including forecasting, elasticity analysis, conjoint analysis,
and customer LTV; analysis of syndicated data. Prerequisites:
MBA:8150 or MSCI:9100.

MKTG:9320 Strategic Brand Positioning  2-3 s.h.
Define market boundaries; use customer and competitor
analyses to create sustainable market positions; create and
manage brand identities; brand architecture, brand equity
measurement. Prerequisites: MBA:8110.

MKTG:9330 Product and Pricing Management  2-3 s.h.
Create and capture value through product and service
design, including stage-gate evaluation models; implement
pricing strategy for new products and existing product lines.
Prerequisites: MBA:8110.

MKTG:9340 Customer Analysis  2-3 s.h.
Use customer insights to support successful marketing
programs; organizational, individual, and joint decision
making; post sale satisfaction behaviors.

MKTG:9350 Marketing Communication and
Promotions  2-3 s.h.
Develop effective communication programs for business and
consumer markets; manage agency relationships; integrate
media/vehicle platforms; track and evaluate investments in
communications and promotions. Prerequisites: MBA:8110.

MKTG:9360 Category Management  2-3 s.h.
Manufacturer-retailer relationships, product line planning,
efficient consumer response, cross-category marketing
strategies, competition between national brands and store
labels, retailer positioning, customer loyalty.