### Marketing Courses (MKTG)

**MKTG Courses**

This is a list of courses with the subject code MKTG. For more information, see Marketing (Tippie College of Business) in the catalog.

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**MKTG:3000 Consumer Behavior**

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**

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:3400 Retail Strategies**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3401 Merchandise Management**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3600 Product and Pricing**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3605 Strategic Brand Positioning**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3700 Marketing Institute Seminar I**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3701 Marketing Institute Field Studies**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3702 Marketing Institute Seminar II**

Prerequisites: MKTG:3000 and MKTG:3100.

**MKTG:3704 Contemporary Topics in Marketing**

Topics not regularly offered in other courses. 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:4400 Digital Marketing 3 s.h.
Foundational understanding of digital marketing and how successful (and unsuccessful) marketing campaigns use online and mobile platforms; fundamentals of digital marketing including internet marketing strategies, user-generated content, search engine optimization, website design and management, inbound marketing, email marketing, social media marketing, and data analytics. Prerequisites: MKTG:3000.

MKTG:4405 Marketing Sales and Promotion 3 s.h.
While there will always be some need for selling, the aim of marketing is to know the customer so well that a product or service sells itself—marketing done well should result in customers ready to buy; starting with the customer and working backwards, students gain insight into common customer pain points, and how companies improve customer experience and produce what customers will purchase; use of case studies to analyze real-world marketing problems; discussion of strategies and tactics to increase sales and compete successfully in today’s challenging business environment. Prerequisites: MKTG:3000.

MKTG:4410 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, and building predictive models to estimate the probability of response to a marketing campaign. Prerequisites: MKTG:3000.

MKTG:4500 Marketing Capstone 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:3101 or MKTG:3102 or MKTG:3103 or MKTG:3300 or MKTG:3400 or MKTG:3401 or MKTG:3600 or MKTG:3605 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:4400 or MKTG:4405 or MKTG:4410 or MKTG:4800). Requirements: completion of 90 s.h.

MKTG:4800 Marketing Consulting Project 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:4999 Honors Thesis in Marketing arr.
Independent student project directed by faculty or staff advisor; culminates in a thesis that conforms to University Honors Program guidelines; may include empirical research, library research, applied projects. Prerequisites: BUS:1999.

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

MKTG:7825 Problems and Solutions in Behavioral Research 3 s.h.
Cultivation of PhD students’ ability to be independent scholars with regard to theory building, testing, and assessing contributions; heavy focus on theory development and construction of nomological nets with an emphasis on behavioral research.

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

MKTG:7950 Directed Readings in Marketing - PhD 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.

MKTG:9015 Social Media Marketing 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:9155 Digital Marketing Insights, Strategies, and Applications 3 s.h.
Introduction and examination of foundational, strategic and operational concepts of digital marketing through a combination of interactive lectures, case discussion, and project work; materials taught from a business-to-business (B2B) and business-to-consumer (B2C) perspective and considers marketplace dynamics, emerging technology, consumer insights, and data driven digital channels that inform a corporate vision for digital, a go-to-market strategy, and executional roadmap; introduction and knowledge advancement of tools and levers of digital marketing, followed by application to real world scenarios. 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 or BAIS:9100) 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: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: BAIS:9100 or MBA:8150.

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.