Marketing

Interim Chair

- Catherine A. Cole

Undergraduate Program of Study

Major

- Major in Marketing (Bachelor of Business Administration)

Graduate Program of Study

Major

- Marketing subprogram for the Doctor of Philosophy in Business Administration

Related Certificate

Event Management

The Department of Marketing (Tippie College of Business), the departments of Communication Studies and Health and Human Physiology, and the School of Journalism and Mass Communication (College of Liberal Arts and Sciences) collaborate to offer the undergraduate Certificate in Event Management. Students who earn the certificate will know and be able to demonstrate the basic principles of organizing a successful event. They will gain a robust understanding of the diverse field of event management and careers in the event management industry. For information about the certificate, see the Certificate in Event Management in the catalog.

Courses

Marketing Courses

**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.

**MKTG:3050 Professional Preparation in Marketing** 1 s.h.
Overview of alternative marketing careers; required skills and personal characteristics that drives success in these fields; hard and soft skills required in major types of marketing careers; development of a professional brand identity and strategy to find marketing internships and permanent employment opportunities; marketing's relationship to other business and organizational functions and to external environment. Corequisites: MKTG:3000.

**MKTG:3055 Career Preparation for Marketing** 1 s.h.
Finding and successfully competing for career opportunities in marketing; online exercises, interactions with executives, and participation in a national organization representing professionals. Prerequisites: MKTG:3000 and MKTG:3050 and (MKTG:3100 or MKTG:3200). Requirements: 90 s.h. completed.

**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 (BAIS: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:3000 and MKTG:3100.

**MKTG:3102 Marketing Analytics** 3 s.h.
Marketing science models used in strategic and tactical decision-making; 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 and MKTG:3100.
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:3400 Retail Strategies 3 s.h.
Strategies for retail site selection, store design, supply chain management, customer relationship management/customer service; merchandising management strategies for planning merchandise assortments, buying systems, buying merchandise, pricing, promotion. Prerequisites: MKTG:3000.

MKTG:3401 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:3600 Product and Pricing 3 s.h.
Create and capture value through product and service design, including stage-gate evaluation models; implementation of pricing strategy for new products and existing product lines. Prerequisites: MKTG:3000.

MKTG:3605 Strategic Brand Positioning 3 s.h.
Strategic decisions, research processes, and tactics managers undertake to create effective brand strategies; students examine how to conduct strategic analyses of customers, competitors, and the company to identify attractive markets and sustainable competitive positions; sustainable competitive positions serve as the foundation for subsequent discussions regarding brand naming, identity, architecture, equity, and audits. 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:3000 and MKTG:3700. 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. 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: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.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Description</th>
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<tbody>
<tr>
<td>MKTG:4405</td>
<td>Marketing Sales and Promotion</td>
<td>3 s.h.</td>
<td>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.</td>
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<tr>
<td>MKTG:4410</td>
<td>Customer Relationship Management</td>
<td>3 s.h.</td>
<td>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 &quot;high potential&quot; customers, estimating return on marketing investment, and building predictive models to estimate the probability of response to a marketing campaign. Prerequisites: MKTG:3000.</td>
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<tr>
<td>MKTG:4500</td>
<td>Marketing Capstone</td>
<td>3 s.h.</td>
<td>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.</td>
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<td>MKTG:4800</td>
<td>Marketing Consulting Project</td>
<td>3 s.h.</td>
<td>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.</td>
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<td>MKTG:4999</td>
<td>Honors Thesis in Marketing</td>
<td>arr.</td>
<td>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. Prerequisites: BUS:1999.</td>
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<td>MKTG:7800</td>
<td>Seminar in Consumer Behavior - PhD</td>
<td>3 s.h.</td>
<td>Key facets of consumer behavior: information processing, perception, memory, learning, attitude formation, attitude change, decision-making, and emotion; behavioral research methods.</td>
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<td>MKTG:7825</td>
<td>Problems and Solutions in Behavioral Research</td>
<td>3 s.h.</td>
<td>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.</td>
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<tr>
<td>MKTG:7850</td>
<td>Seminar in Marketing Models - PhD</td>
<td>3 s.h.</td>
<td>Theoretical, operational models in marketing, with emphasis on recent advances; in-depth criticism of models, participation in model development project.</td>
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<td>MKTG:7950</td>
<td>Directed Readings in Marketing - PhD</td>
<td>arr.</td>
<td>Topics not regularly offered in other courses. Prerequisites: MBA:8110.</td>
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<td>MKTG:7975</td>
<td>Thesis in Marketing</td>
<td>arr.</td>
<td>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.</td>
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<tr>
<td>MKTG:9010</td>
<td>Contemporary Topics in Marketing</td>
<td>1-3 s.h.</td>
<td>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.</td>
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<tr>
<td>MKTG:9110</td>
<td>Category Management</td>
<td>3 s.h.</td>
<td>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 &quot;high potential&quot; customers, estimating return on marketing investment, building predictive models to estimate the probability of response to a marketing campaign. Prerequisites: MBA:8110.</td>
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<td>MKTG:9150</td>
<td>Brand Management</td>
<td>3 s.h.</td>
<td>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.</td>
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<td>MKTG:9155</td>
<td>Digital Marketing Insights, Strategies, and Applications</td>
<td>3 s.h.</td>
<td>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.</td>
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<tr>
<td>MKTG:9165</td>
<td>Digital Marketing Analytics</td>
<td>3 s.h.</td>
<td>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.</td>
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<tr>
<td>MKTG:9170</td>
<td>Business to Business Marketing</td>
<td>3 s.h.</td>
<td>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.</td>
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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.

MKTG:9330 Product and Portfolio Strategy 2-3 s.h.
Why and how product strategy is the cornerstone of business performance; explore appropriate product development and growth strategies for start-ups through established businesses in business-to-business and business-to-consumer environments, including professional services companies. 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. Prerequisites: MBA:8110.

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.