

Marketing

Chair

- Dhananjay Nayakankuppam

Undergraduate major: marketing (B.B.A.)

Graduate degree: marketing subprogram for the Ph.D. in business administration

Faculty: [https://tippie.uiowa.edu/people?](https://tippie.uiowa.edu/people?keywords=&departments=176&category=All)

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Website: <https://tippie.uiowa.edu/marketing>

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 2 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: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: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:3000 and MKTG:3050.

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:3000 and MKTG:3050.

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 (MSCI:2800 or 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 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 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: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:3700 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.
- 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: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: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 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 - 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:7825 Problems and Solutions in Behavioral Research 3 s.h.**
Cultivation of Ph.D. 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 - 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.
- 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: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: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: 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 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. 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.

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.