

MAR: Marketing Courses

Courses

MAR 3023 Marketing Fundamentals

3 sh (may not be repeated for credit)

Prerequisite: Completion of 45 hours of college course work is required prior to taking this course.

Function of marketing in our economic system; role of the consumer in marketing decisions; the decisions marketing managers must make to provide goods and services priced, promoted and distributed to meet organizational objectives in changing environments.

MAR 3202 Supply Chain Logistics Management

3 sh (may not be repeated for credit)

Presents the fundamental elements of integrated supply chain and logistics management. It examines the strategic and operational decisions necessary to plan, implement, and control the procurement, storage, management, and distribution of materials, components, and finished goods. Emphasis is placed on product, service, information, and financial flows as facilitated by supply chain logistics strategies, transportation and distribution center operations, facility and network design, inventory and order management, customer service, information execution systems, and outsourcing decisions.

MAR 3370 Information Sources for Business Decisions

3 sh (may not be repeated for credit)

Focuses on various secondary information sources that may be used for business decisions. Students learn how secondary information is organized, what types of secondary information sources are available and how these sources may be effectively and efficiently searched. Emphasis is placed on learning the types of online information services and knowledge of when to use which service. A course project is designed to teach students to evaluate, integrate, and report information. A valuable tool in helping students access information; should be taken early in the junior year if possible. Students will be expected to have some familiarity with Windows and the Internet.

MAR 3503 Consumer Behavior

3 sh (may not be repeated for credit)

Prerequisite: MAR 3023

The study of people as customers of business - how they think and feel when making purchase choices and how they behave in the marketplace. Draws from theory in marketing, social psychology, anthropology, economics, and other social sciences to describe how customers respond to marketing strategies. Emphasis on how to use this in-depth understanding of the market to create winning marketing and business strategy.

MAR 3714 Sports Markets

3 sh (may not be repeated for credit)

Prerequisite: (ECO 2013 AND ECO 2023) OR (ECO 3003 AND MAR 3023)

Systematic study of the spectator sports industry. The role and importance of the commercial sector is a particular emphasis. Focus on the structure and characteristics of sports markets and how to develop them with sports marketing.

MAR 3860 Customer Relationship Management

3 sh (may not be repeated for credit)

Prerequisite: MAR 3023

Understanding the needs, desires and behavior of customers often determines which company will survive. Customer Relationship Management (CPM) is doing business through one-to-one relationships using new technological advances created by the information revolution. Focuses on customer development and retention, particularly for the firm's best customers, with emphasis on the management of customer relationships.

MAR 3905 Directed Study

1-12 sh (may be repeated indefinitely for credit)

MAR 4156 Seminar in International Marketing

3 sh (may not be repeated for credit)

Prerequisite: GEB 4361

Emphasis on the emergence of a global marketplace and significant new challenges facing business management in a competitive and rapidly changing international environment. Stresses the problems and challenges that differences in cultural, political, and socioeconomic environments introduce into the marketing process in international operations. Main focus is on the European Union, broadly interpreted to include countries throughout Europe. Foreign competitors and their effects on the American market will also be explored. Meets Multicultural Requirement.

MAR 4231 Retail Strategy

3 sh (may not be repeated for credit)

Prerequisite: MAR 3023

Instruction in beginning a successful management career in retailing. The retail firm is presented as an integral part of the overall supply chain with emphasis on entrepreneurial and small business retail strategy and operations applicable to a wide variety of industries. Focus is on equipping students with knowledge and skills necessary to create realistic and successful retail strategy.

MAR 4236 Social Media Marketing

3 sh (may not be repeated for credit)

Prerequisite: MAR 3023

Students will learn a conceptual foundation and practical approach to developing successful social media marketing plans. Emphasis will be placed on a social media planning model that provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals.

MAR 4324 Integrated Marketing Communications: Principles

3 sh (may not be repeated for credit)

Prerequisite: MAR 3023

Examines the principles of advertising, sales promotion, and related tools within the context of the overall marketing communications program. Focuses on the relationship of advertising, sales promotion, and other tools to marketing plans, the different types of strategic and tactical methods which can be employed, and the evaluation of the overall campaign.

MAR 4403 Sales Management

3 sh (may not be repeated for credit)

Analysis of the manager's role in sales force management and related organizational environments. Getting results through others by planning, organizing, staffing, directing, controlling, and motivating employees to achieve the organization's objectives. The process of attaining influence, recognition, and power in an organization.

MAR 4407 Business-to-Business Relationship Marketing
3 sh (may not be repeated for credit)
Prerequisite: MAR 3023

Business-to-Business Relationship Marketing builds upon the foundations of marketing to focus specifically on relationships among industrial companies including suppliers, manufacturers, distributors, and brokers. This course integrates a discussion of organizational behavior, value creation, business-to-business channel relationships, and long term customer retention. Business-to-Business Relationship Marketing incorporates major business functions such as supply chain management, personal selling, customer relationship management and business communications. In business markets these functions are interdependent and require seamless integration in order for the firm to survive in a global economy.

MAR 4412 Professional Selling Methods
3 sh (may not be repeated for credit)

Analysis of professional selling methodology including communication, persuasion, negotiation, and salesmanship. Evaluation of these principles in both business and social environments. Credit may not be received in both MAR 4412 and MAR 4701.

MAR 4613 Marketing Research
3 sh (may not be repeated for credit)
Prerequisite: MAR 3023 AND STA 2023

Conducting marketing research to provide information to be used in decision-making. Emphasis placed on problem formulation and evaluation of research designs leading to problem resolution. Data analysis using statistical analysis package and research report writing. Requires marketing research project. Offered concurrently with MAR 5616; graduate students will be assigned additional work.

MAR 4721 Digital Marketing
3 sh (may not be repeated for credit)
Prerequisite: MAR 3023

This course explores digital marketing in the context of business issues that concern marketers. Topics will include websites, online branding, search marketing, and social media marketing. In addition, the course covers email marketing and marketing analytics.

MAR 4728 High Tech Product Marketing Strategy
3 sh (may not be repeated for credit)
Prerequisite: MAR 3023

Emphasizes issues associated with marketing high-technology products in an environment of rapid technological change and ever increasing market demands, and focuses on the strategic decisions related to the development, pricing, distribution, and promotion of technology- based products.

MAR 4803 Marketing Strategy
3 sh (may not be repeated for credit)
Prerequisite: FIN 3403 AND MAR 3503

The integrative capstone experience for all marketing program specializations. Instructional focus is on blending knowledge gained in previous marketing and other business course work with advanced analysis skills in a strategic decision-oriented environment. Course relies primarily on case analysis as an instructional method. Should be taken in the last semester of the student's program of study.

MAR 4841 Services Marketing
3 sh (may not be repeated for credit)
Prerequisite: MAR 3023

The US, as well as much of the world economy, is dominated by services. Service organizations such as banks, transportation companies, hotels, educational institutions, and consulting firms require a distinctive approach to marketing--both in its development and execution. This course will build and expand on ideas from Marketing Fundamentals and other marketing courses to address the distinct needs and challenges of managing services and delivering quality service to customers. Credit may not be received in both MAR 4841 and MAR 4842.

MAR 4905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

MAR 4941 Marketing Internship
1-6 sh (may not be repeated for credit)
Prerequisite: MAR 3023

Supervised field practicum in marketing-related position. May include activities in any one or more functional areas of marketing (research, sales, advertising, promotion, etc.). Graded on satisfactory/unsatisfactory basis only. A 3.0 GPA in major courses and permission are required.

MAR 5905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

MAR 6815 Marketing Management
3 sh (may not be repeated for credit)

Creation of enduring and mutually satisfactory customer relationships through the provision of customer value as an enterprise management philosophy. With consideration given to operating environments, the course is designed to teach the formulation, implementation, and control of comprehensive marketing strategy with emphasis on the integrative aspects of the marketing function in a market based enterprise. Both qualitative and quantitative analyses are used in an applications oriented context. Contains a portfolio project.

MAR 6905 Directed Study
1-12 sh (may be repeated indefinitely for credit)