MKT 2300 Marketing Management Cr. 3
Planning the marketing program within social, economic and legal environments, market segmentation and behavior, market systems and strategy, international marketing. Offered Every Term.
Prerequisites: ECO 2010 with a minimum grade of D-
Restriction(s): Enrollment limited to students in the School of Business.

MKT 4500 Business Co-op Assignment Cr. 0
Must be elected by Professional Development Co-operative Program students during work semester. Offered for S and U grades only. No credit toward degree. Opportunity to put theory into practice on the job. Students will normally be assigned to cooperating business organizations for internship periods of one semester. Offered Every Term.
Equivalent: ACC 4500, FIN 4500, MGT 4500
Repeatable for 6 Credits

MKT 4991 Study Abroad in Marketing Cr. 1-3
Study abroad programs in various countries. Programs run 10-15 days in length. Recent country programs have been in China, Poland, and Italy. Travel within a given country with visits to various companies and cultural attractions. Traveling costs are over and above tuition and vary by country. Various reading and assignments required. Offered Winter, Spring/Summer.
Equivalent: GSC 4991, MGT 4991
Repeatable for 6 Credits

MKT 5410 Marketing Research and Analysis Cr. 3
Methods of gathering and analyzing data which will facilitate the identification and solution of marketing problems. Planning the project, data sources for exploratory and conclusive research. Questionnaire construction, sample design, and design of marketing experiments. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: MKT 2300 with a minimum grade of D- and MKT 5450 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5490 Principles of Advertising Cr. 3
Basic elements of advertising research, media, and creative strategies, including integrated marketing communications. Applications include development of advertising for local business organizations. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: MKT 2300 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5500 Advertising Copy Cr. 3
Principles of effective advertising copy and application in consumer and industrial advertisements. Exercises in writing, criticizing, testing, and revising magazine, newspaper, radio, television, outdoor and direct mail advertisements. Offered for undergraduate credit only. Offered Winter.
Prerequisites: MKT 5490 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5510 Introduction to Digital Marketing and Analytics Cr. 3
Basic elements of advertising research, media, and creative strategies, including integrated marketing communications. Applications include development of advertising for local business organizations. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: MKT 2300 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5550 Advertising Copy Cr. 3
Principles of effective advertising copy and application in consumer and industrial advertisements. Exercises in writing, criticizing, testing, and revising magazine, newspaper, radio, television, outdoor and direct mail advertisements. Offered for undergraduate credit only. Offered Winter.
Prerequisites: MKT 5490 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5750 International Marketing Management Cr. 3
Planning the marketing program within social, economic and legal environments, market segmentation and behavior, market systems and strategy, international marketing. Offered Every Term.
Prerequisites: ECO 2010 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5700 Retail Management Cr. 3
Retailing concepts and problems. Competitive structure, store location, organization, buying, inventory control, sales promotion, pricing, credit policy, customer services, research and franchising. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: MKT 2300 with a minimum grade of D-
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5840 Special Topics in Marketing Cr. 3
Offered for undergraduate credit only. Offered Every Term.
Restriction(s): Enrollment limited to Undergraduate level students; enrollment limited to students in the School of Business.
MKT 5850 Integrated Marketing Communications Strategy Cr. 3
Application of basic advertising skills to development of a fully-integrated marketing communications program for a major national or international business; research, media, creative, and promotion strategies. Offered for undergraduate credit only. Offered Winter.
Prerequisites: MKT 5490 with a minimum grade of D-
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5890 Internship in Marketing Cr. 3
Consult School of Business Administration website for further guidelines and application form for the internship. Offered for undergraduate credit only. Offered Every Term.
Prerequisites: MKT 2300 with a minimum grade of C
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 6996 Strategic Marketing Cr. 3
Capstone course in the marketing sequence; includes four components designed to develop skills in planning and development of strategies to solve marketing problems. Offered for undergraduate credit only. Offered Every Term.
Prerequisites: MKT 2300 with a minimum grade of D- and MKT 5410 with a minimum grade of D-
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 7150 Global Automotive Marketing Strategy Cr. 3
Marketing concepts, strategies, and tactics in global automotive industry. Marketing principles, role of marketing, target market selection, segmentation, brand management, distribution systems. Offered Spring/Summer.
Prerequisites: BA 6015 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7430 Advertising Management Cr. 3
Planning, implementing, and controlling advertising and sales promotion. Internal and external relationships of the advertising department, determining advertising objectives and copy platform, setting the budget, selecting media and measuring advertising effectiveness. Offered Fall, Winter.
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7450 Business Research and Methodology Cr. 3
An intensive study of the objectives and methodologies of research for business decisions. Course topics include: the scientific method, primary and secondary data sources, research design, reliability and validity, sampling, and applied statistics. Focus on the development of decision-oriented research information for all aspects of a business organization. Offered Fall, Winter.
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7460 International Business Cr. 3
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7470 Consumer and Industrial Buying Behavior Cr. 3
Behavioral theory as it relates to consumer and industrial decision processes. Relevant concepts, theories, and recent research findings are drawn from the fields of marketing, psychology, social psychology, and communications. Examination of consumer and industrial buying practices. Offered Fall.
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7500 International Marketing Strategy Cr. 3
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7700 Management of Retail Enterprises Cr. 3
In-depth study of the retail mix variables as they relate to products and services, pricing, promotion, place, and operating policies. Merchandising, inventory controls, store operations, and research approaches in monitoring current trends in retail management. Offered Intermittently.
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7850 Integrated Marketing Communications Strategy Cr. 3
In-depth exploration of new and important subjects or techniques in marketing. Topics vary by semester; consult instructor. Offered Intermittently.
Prerequisite: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7860 Social Media and Digital Marketing Analytics Cr. 3
Students will learn the basics of building a digital marketing team including how to monitor current trends in retail management. Offered Fall, Winter.
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7890 Internship in Marketing Cr. 3
In-depth study of the retail mix variables as they relate to products and services, pricing, promotion, place, and operating policies. Merchandising, inventory controls, store operations, and research approaches in monitoring current trends in retail management. Offered Intermittently.
Prerequisite: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students.

MKT 7895 Directed Study in Marketing Cr. 1-3
Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Every Term.
Prerequisites: BA 7050 with a minimum grade of C
Restriction(s): Enrollment is limited to Graduate level students. Repeatable for 5 Credits