MARKETING

Mission

The Marketing Department offers a rigorous education in the theory and practice of Marketing that provides students with the knowledge, skills and experience they need to stand out from the crowd in today’s ever changing and challenging marketplace. With concentrations in General Marketing, Sports and Entertainment Marketing, and, Advertising and Promotions, students can hone their skills in specific disciplines while making industry connections.

SJU graduates leave Hawk Hill with a well-rounded knowledge base of ethics, strategy, global commerce, technology, analytics and more, that will make them more versatile and desired in their chosen fields. A Marketing degree from Saint Joseph’s University opens the door to successful careers in communications, sales, consumer products, retail, sports, entertainment and health care to name a few. Many graduates return to Hawk Hill to recruit current students to carry on the tradition of SJU student achievements.

Want to get involved? The award-winning student chapter of the American Marketing Association is a great a way to start. The AMA hosts many Marketing-related events on campus, including networking panels, industry guest speakers and service projects. Or try the campus radio station—Radio 1851—or its record label—1851 Records (founded by professor and former radio executive Dr. David Allan)—to get experience in Entertainment Marketing. The Sports Marketing Club puts students in touch with sports executives from all aspects of the business and also hosts many networking events and field trips.

SJU Marketing students interact with a diverse faculty comprised of world-renowned scholars, industry experts and corporate executives, all of whom are dedicated to developing our students both in and out of the classroom. Our strong industry ties offer ample “real world” experience via guest speakers, field trips, case studies and internships.

Offerings

The Marketing Department offers a variety of programs allowing students to build a solid foundation in core Marketing concepts as well as probe their interest in specialized fields. Three degrees are available:

• a B.S. in General Marketing,
• a B.S. in Sports Marketing and
• a B.S. in Entertainment Marketing.

So whether one’s goal is to be an advertising icon, an Internet Whiz, a team executive or a talent agent, the path to success starts here at Saint Joseph’s Marketing Department.

For students who are majoring in other subjects within the Haub School of Business or in the College of Arts & Sciences, certain courses (as described below) may count towards minor requirements in:

• Advertising & Promotions
• Communications Studies
• Entertainment Marketing
• General Marketing
• Music
• Sports Marketing

Professor: David Allan, Ph.D.; Diane M. Phillips, Ph.D.; Michael Solomon, Ph.D.
Associate: Brent Smith, Ph.D.; Feng Shen, Ph.D.; Janée Burkhalter, Ph.D.; Natalie T. Wood, Ph.D.
Assistant: Chan Y. Yoo; Matthew E. Sarkees Ph.D.; Stephanie A. Tryce, J.D.
Visiting: Donna Falgiatore, M.B.A.; Noni Zaharia, Ph.D.

Undergraduate

- General Marketing (https://academiccatalog.sju.edu/business/marketing/general-marketing-major)
- Sports Marketing (https://academiccatalog.sju.edu/business/marketing/sports-marketing-major)
- Entertainment Marketing (https://academiccatalog.sju.edu/business/marketing/entertainment-marketing-major)

Undergraduate Minors

- Advertising and Promotions (https://academiccatalog.sju.edu/business/marketing/advertising-promotions-minor)
- Entertainment Marketing (https://academiccatalog.sju.edu/business/marketing/entertainment-marketing-minor)
- General Marketing (https://academiccatalog.sju.edu/business/marketing/general-marketing-minor)
- Sports Marketing (https://academiccatalog.sju.edu/business/marketing/sports-marketing-minor)

Other Minors

The General Marketing curriculum allows for several minors that are offered in conjunction with the College of Arts & Sciences. Students can easily accommodate these minors by using their general electives to fulfill the remaining course requirements. Double minors require approval of the Marketing Department Chair. These minor fields of study include:

- Communications Studies Minor (https://academiccatalog.sju.edu/arts-sciences/communication-studies/minor-communication-studies)
- Music Industry Minor (https://academiccatalog.sju.edu/arts-sciences/music-theatre-film)

Graduate

- Master of Science in Marketing (https://academiccatalog.sju.edu/business/marketing/ms-marketing-program)

Adult Undergraduate

- Entertainment Marketing (https://academiccatalog.sju.edu/business/marketing/bba-entertainment-marketing)
- Marketing (https://academiccatalog.sju.edu/business/marketing/bba-marketing)
- Sports Marketing (https://academiccatalog.sju.edu/business/marketing/bba-sports-marketing)
MKT N001 Non-Credit Bus Communications (1 credit)

MKT N002 Non-Credit Client Service (1 credit)

MKT 150 People, Planet and Profit (3 credits)
The purpose of this freshman seminar is to help students understand the responsibility they have to live a more sustainable lifestyle, persuading others to live a sustainable lifestyle, and acting as key influencers in persuading businesses and other organizations in becoming more sustainable. As the title of the class indicates, students learn how individuals, the environment, and organizations can exist in harmony with one another.
*Restrictions:* Enrollment limited to students with a class of Freshman.
*Attributes:* First-Year Seminar, Undergraduate

MKT 201 Principles of Marketing (3 credits)
In today's Marketing environment, information is power. An in-depth study of the various steps of the market research process from problem definition to data analysis. Focus on the use of market research techniques and technology as applied to marketing planning, product development, performance monitoring and marketing communications.
*Prerequisite:* MKT 201.
*Attributes:* Undergraduate

MKT 202 Marketing Research (3 credits)
In today's Marketing environment, information is power. An in-depth study of the various steps of the market research process from problem definition to data analysis. Focus on the use of market research techniques and technology as applied to marketing planning, product development, performance monitoring and marketing communications.
*Prerequisite:* MKT 201.
*Prerequisites:* MKT 201 or MKT 211
*Attributes:* Undergraduate

MKT 211 Honors Principles of Marketing (3 credits)
Brands, sports teams, charities, politicians and entertainers all depend on Marketing to stand out from the crowd. An introduction to the theory and practice of Marketing—the process of building strong relationships with customers by meeting or exceeding their needs. In this course, you will review the basic concepts of Marketing from "STP" (Segmenting, Targeting & Positioning) to the "4 Ps" (Product, Promotion, Price & Place). The broad social, cultural, political and economic issues that impact Marketing are also examined. Limited to students in the Honors Program.
*Prerequisites:* (ECN 1011 or ECN 1015) or ECN 101

MKT 295 Independent Study Marketing (3 credits)
Breaking through the "clutter" to gain the customer's attention is a never-ending challenge. An inclusive review of the various elements of Integrated Marketing Communications and how they are used to successfully engage the target audience. Topics such as advertising, digital/alternative media, public relations and sales promotion are addressed from creative development to media selection to execution with the goal of communicating to constituents with one clear voice.
*Prerequisite:* MKT 201.
*Prerequisites:* MKT 201 or MKT 211
*Attributes:* Undergraduate

MKT 302 Consumer & Buyer Behavior (3 credits)
Understanding what makes customers "tick" is the foundation of successful Marketing. A study of how consumer and business needs and wants are converted into satisfactions, with primary emphasis on the core consumer psychological processes that underlie consumer decision making. The course highlights major consumer behavior models, current research on consumer behavior, and the socio-cultural issues that influence consumers.
*Prerequisite:* MKT 201
*Prerequisites:* MKT 201 or MKT 211
*Attributes:* Undergraduate

MKT 303 MKT Communications (non-Bus) (3 credits)
This course is for Communications Studies students who will not take Principles of Marketing (MKT 201). Topics such as advertising, digital/alternative media, public relations and sales promotion are addressed from creative development to media selection to execution with the goal of communicating to constituents with one clear voice. Not available to Marketing majors or minors.
*Attributes:* Undergraduate

MKT 312 Selling and Sales Management (3 credits)
Behavioral and systems approaches to selling will be covered, along with the role of selling in the Marketing mix and the importance of selling in customer service. Discussion of sales force management including the tools and techniques of effective sales presentations, the role of technology, sales training and motivation.
*Prerequisite:* MKT 201.
*Prerequisites:* MKT 201 or MKT 211
*Attributes:* Undergraduate

MKT 313 Ethics in Marketing (3 credits)
With almost lightning speed, technology has changed the way we learn, communicate, forge relationships and shop. Explore the growing popularity of using digital technologies to reach consumers and further your working knowledge of the four zones of social media (community, publishing, entertainment & commerce).
*Prerequisite:* MKT 201
*Prerequisites:* MKT 201 or MKT 211
*Attributes:* Ethics Intensive (New GEP), Undergraduate

MKT 314 Social Media Marketing (3 credits)
With almost lightning speed, technology has changed the way we learn, communicate, forge relationships and shop. Explore the growing popularity of using digital technologies to reach consumers and further your working knowledge of the four zones of social media (community, publishing, entertainment & commerce).
*Prerequisite:* MKT 201
*Prerequisites:* (MKT 201 or MKT 211) or MKT 301
*Attributes:* Undergraduate

MKT 315 Mkt in a Multicultural World (3 credits)
The American demographic landscape is shifting dramatically and Marketing must strive to keep up. Discussion of the challenges and opportunities for marketers wishing to target various ethnic groups in the United States. Topics include how to develop Marketing strategies and refine the Marketing mix to best serve and research these different and changing groups.
*Prerequisites:* MKT 201 and MKT 301 or MKT 303.
*Prerequisites:* (MKT 301) and (MKT 201 or MKT 211 or MKT 303)
*Attributes:* Diversity Course (New GEP), Undergraduate
MKT 316 Digital Marketing & Web Analytics (3 credits)
This course provides insight to the fundamentals of digital marketing and web analytics. In this course students will learn how to use various online tools to develop successful campaigns. Topics covered include, search engine marketing (SEM), search engine optimization (SEO), internet and mobile advertising, social media and web analytics. Prerequisites: MKT 201 and MKT 301 or MKT 303.
Prerequisites: MKT 201 and (MKT 301 or MKT 303)
Attributes: Undergraduate

MKT 321 Advertising (3 credits)
Advertising has come a long way from the days of "Mad Men", yet it is still the most prominent and glamorous component of the communications mix. An effective ad should inspire us to buy, click, donate or even vote. This course will examine the elements of successful Advertising from strategy and development to execution and evaluation. Prerequisites: MKT 201 and MKT 301 or MKT 303
Prerequisites: (MKT 201 or MKT 211) and (MKT 301 or PMK 351 or FMK 303 or MKT 303)
Attributes: Undergraduate

MKT 322 Adver & Promo Management (3 credits)

MKT 323 Media Management (3 credits)
Is all PR really good PR? The concepts, history, theory, social responsibility and management of Public Relations and its role in the communications mix. This course will survey PR problems and practices in corporations, government agencies, associations and not-for-profit organizations. Prerequisites: MKT 201 and MKT 301 or MKT 303
Prerequisites: (MKT 201 or MKT 211) and (MKT 301 or MKT 303 or PMK 351 or FMK 303)
Attributes: Undergraduate

MKT 325 Fundamentals of Design (3 credits)
A "hands on" course where you will learn graphic skills that are the technical foundation for transforming advertising concepts into effective visual communications. Extensive use of current online graphics programs. Prerequisites: MKT 201 and MKT 301 or MKT 303
Prerequisites: (MKT 201 or MKT 211) and (MKT 301 or MKT 303)

MKT 326 Media Now (3 credits)
This course will introduce students to the institutional, political and economic forces that shaped the development of media, including ownership structures, corporate practices, and state policy interventions affecting media institutions in both the public and private sectors. Students will also analyze the interrelations between Cultural, Multicultural and Communication Policy interventions. Prerequisites: MKT 201 and MKT 301 or MKT 303
Prerequisites: (MKT 201 or MKT 211) and (MKT 301 or MKT 303 or PMK 351 or FMK 303)
Attributes: Undergraduate

MKT 327 Global Marketing Communications (3 credits)
This course uses writing to help students understand the various problems and opportunities of globalization as applied to marketing communications. The fundamental principle is that knowledge of cultural specifics or value paradoxes is the basis of effective global marketing communications strategies, and the main dispute in global marketing communications should not just be about the efficiency of standardization but more about the effectiveness of cultural segmentation. Prerequisites: MKT 201 and MKT 301 or MKT 303.
Prerequisites: (MKT 201 or MKT 211) and (MKT 301 or MKT 303 or PMK 351 or FMK 303)
Attributes: Diversity Course (New GEP), Undergraduate, Writing Intensive Course-GEP

MKT 331 International Marketing (3 credits)
Marketing is going global at a rapid pace. A multi-faceted study of the concepts, methods and challenges of conducting business in international markets. The economic, political, cultural and geographical factors affecting multinational marketers are addressed from the perspective of various stakeholders including customers, exporters and local businesses. Prerequisite: MKT 201.
Prerequisites: (MKT 1011 or MKT 1015) or MKT 201
Attributes: Globalization Course (New GEP), Undergraduate

MKT 341 Music Marketing (3 credits)
A course for individuals considering a career in Music Marketing or the Music Industry minor. Examines the use of music in marketing often called audio branding. Using popular press and case studies, this course looks at the integration of music in advertising, television, sports, film and other media.
Attributes: Music Industry Course, Undergraduate

MKT 342 Music and Entertainment Law (3 credits)
A discussion of the legal issues in the entertainment industry from the perspective of various stakeholders including artists, writers, agents, producers and distributors. Using a legal framework, students will examine a variety of entertainment scenarios including concerts, shows, radio and TV. Prerequisite: MKT 201.
Prerequisites: MKT 201 or MKT 211
Attributes: Music Industry Course, Undergraduate

MKT 343 Entertainment Marketing (3 credits)
Entertainment can be viewed as both a 'product' and as a promotional tool. Learn about entertainment industry Marketing practices as well as the organizations and people who conceive of, create and distribute entertainment properties including television, film, music, gaming and theater. Prerequisite: MKT 201
Prerequisites: MKT 201 or MKT 211

MKT 344 Business of Recorded Music (3 credits)
This course focuses on the structure and function of the recording industry and the role of various participants. It examines past, present and future business models employed by recording companies as they relate to recorded music's value chain.

MKT 350 Event Marketing (3 credits)
The use of Event Marketing as a strategy to reach consumers beyond traditional, cluttered advertising mediums. You will learn how to plan and execute events, and use events to effectively engage prospective consumers, build brand awareness, and market a company's products and services. Prerequisite: MKT 201.
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate
MKT 351 Business of Sports (3 credits)
A look at professional and college sports as big business including league structure; ownership and franchise values; sources of revenue; sports media; labor issues; competitive balance; and the economic and financial aspects of college athletic departments. Prerequisite: MKT 201.
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate

MKT 352 Sports Law (3 credits)
Many of today's sports headlines have little to do with wins and losses. A discussion of the legal issues related to sports, from managing sports-related businesses to working as a sports agent or a university athletic director. Students will delve into existing sports business lawsuits and collective bargaining agreements to stimulate discussion and formulate answers to practical sports business problems.
Restrictions: Students with a class of Freshman may not enroll.
Attributes: Undergraduate

MKT 353 Sports Marketing (3 credits)
Prerequisite: MKT 201
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate

MKT 354 The Business of Baseball (3 credits)
Prerequisites: MKT 201 and MKT 351 and MKT 353 (may be taken concurrently)
Attributes: Undergraduate

MKT 355 Sports, Selling & Sales (3 credits)
Learn how to develop the skills essential to effectively building sales and revenue within a sports business and leverage the various revenue producing opportunities within a sports franchise or organization. The course will explore critical factors in successfully renewing and growing sales with both consumers and corporate partners. Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate

MKT 356 Sports Media (3 credits)
Prerequisites: MKT 201 and MKT 351 and MKT 353 (may be taken concurrently)
Attributes: Undergraduate

MKT 357 College Athletics (3 credits)
Principles and practices of running the business of college athletics in an NCAA institution. Discussion of the roles and responsibilities of the athletic director and staff, compliance officers, coaches, and marketing personnel, as well as issues related to conformance to NCAA regulations and racial and gender equity in the business of college athletics. Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate

MKT 358 Sports Licensing & Merchandise (3 credits)
Prerequisites: MKT 201 and MKT 351 and MKT 353 (may be taken concurrently)
Attributes: Undergraduate

MKT 359 Sports Analytics (3 credits)
The use of data and quantitative methods to measure performance and make decisions in the competitive sports arena. The analytical skills learned in this course can be applied to various industries beyond sports. Prerequisites: MKT 201.
Prerequisites: MKT 201
Attributes: Undergraduate

MKT 361 Sports Licensing & Merchandise (3 credits)
Prerequisites: MKT 351 and MKT 201 and MKT 353 (may be taken concurrently)
Attributes: Undergraduate

MKT 362 Digital Media in Sports (3 credits)
This course will review the sports digital landscape including current issues, best practices, branding, mobile sports, ticketing, fantasy sports and e-commerce. Prerequisites: MKT 201 and MKT 351. Co-requisite: MKT 353.
Prerequisites: MKT 351 and MKT 201 and MKT 353 (may be taken concurrently)
Attributes: Undergraduate

MKT 401 Marketing Strategy (3 credits)
Pulling it all together is the focus of this Marketing capstone course, whereby students apply the Marketing knowledge acquired from previous Marketing courses. Students will conduct in-depth analysis of consumer, industrial and not-for-profit Marketing issues. Cases dealing with product innovation and development, Marketing demand, pricing, distribution and promotion will also be explored. Can only be taken during the senior year.
Prerequisites: MKT 201, MKT 202, MKT 301 and MKT 302.
Prerequisites: MKT 201 (or MKT 211) and MKT 202 and MKT 302 and (MKT 301 or MKT 303)
Restrictions: Enrollment limited to students with a class of Junior or Senior.
Attributes: Undergraduate

MKT 450 Marketing Study Tour (3 credits)
A specially designed international tour to varying countries which offers students a unique opportunity to study international business and develop a better understanding of the global marketing environment—its dimensions, participants, trends and opportunities. Students will also experience the heritage, ambiance, and excitement of the world's great countries and cities. Prerequisite: MKT 201.
Attributes: Undergraduate

MKT 490 Internship in Marketing I (3 credits)
An on-the-job experience whereby students spend a minimum of fifteen hours a week applying Marketing principles for an approved employer. All students must take MKT 201 as a pre-requisite to any internship. A minimum GPA of 2.5 is required. Students who have a GPA of 3.0 or higher may take this course after completing one other MKT course. Students with a GPA of 2.5-3.0 must take three other MKT courses prior to doing an internship. Course requires approval of Marketing Department Internship Coordinator prior to registration.
Prerequisites: (MKT 201 or MKT 211) and MKT 351 and MKT 353
Attributes: Undergraduate

MKT 491 Internship in Marketing II (1,3 credits)
This course is meant for students with an internship opportunity, for which the prospective employer requires university credits, and who have already completed a three-credit internship. The course is limited to General and Sports Marketing majors who have completed MKT 201 plus a three-credit internship. Course requires approval of Marketing Department Internship Coordinator prior to registration. This practicum does not satisfy any major or minor requirements. Grade will be Pass/ Fail.
Prerequisites: (MKT 201 or MKT 211) and MKT 351 and MKT 353 and (MKT 490 or MKT 497)
Attributes: Undergraduate

MKT 370 Spec Topics:Sports Marketing (3 credits)
This course will be offered periodically on a topic of interest in the field of Marketing as chosen by the instructor. Prerequisite: MKT 201.
Prerequisites: MKT 201 or MKT 211
Attributes: Undergraduate
MKT 492 Marketing Internship (1 credit)
MKT 493 Indep Study in Marketing I (3 credits)
MKT 494 Indep Study in Marketing II (3 credits)
MKT 497 Sports Mktg Internship Summer (3 credits)
MKT 499 Research Practicum (3 credits)
Take your research skills to the next level while developing the insights needed to make effective Marketing decisions. Prerequisites: MKT 201 and MKT 302
Prerequisites: MKT 201 and MKT 202
Attributes: Undergraduate

MKT 501 Marketing Concepts (3 credits)
An introduction to the theory and practice of Marketing—the process of building strong relationships with customers by meeting or exceeding their needs. After developing a basic foundational knowledge of key Marketing principles, you will apply what you learned to developing effective Marketing strategies.
Restrictions: Enrollment is limited to Graduate level students.

MKT 509 Curricular Practical Training (1 credit)

MKT 521 Marketing Concepts (2 credits)
This course is intended to provide an overview of the philosophy and organization of marketing, the concepts of marketing planning and strategy, the impact of the macro and task environments on the marketing function, the marketing research function and the process of managing marketing information flows, and the major elements of marketing programs. The concepts of positioning, segmentation and targeting will be highlighted, along with discussion of product planning and development, and the elements of the marketing mix.

MKT 531 Integrated Mktg Communications (1 credit)
This course is designed to introduce the student to the important elements of effective and integrated Marketing Communications (IMC) including advertising, sales promotion, personal selling, publicity, public relations, interactive marketing, and direct marketing. As well as the numerous facets of traditionally IMC, students will learn how emerging strategies as well as internet and search marketing are playing more critical roles in developing effective integrated marketing campaigns.

MKT 545 Graduate Marketing Gateway (3 credits)
The issue of environmental sustainability is no longer a "fringe" issue. Instead, the issue of environmental sustainability requires a paradigm shift in the way managers think about their own role within the broader scope of the global community. Businesses that are more sustainable are more competitive, more innovative, have lower costs, and attract better talent. Prerequisite: MKT 501 or equivalent.
Prerequisites: MKT 501 or HSB Waiver with a score of MK501
Restrictions: Enrollment is limited to Graduate level students.
Attributes: Gateway Course (Grad HSB)

MKT 550 Marketing Strategy (3 credits)
This course will prepare students to guide the development, application, and assessment of business strategy from a customer-focused, market-sensing, and competitor-driven perspective. Learn how the fundamentals of strategic thought—such as the resource-based view and market orientation—can inform decisions to enter new markets, be market driven, drive markets, position brands, and create and measure customer value. Lessons will be delivered through a combination of texts, case studies, marketing metrics exercises, videos, and applied projects. Prerequisite: MKT 501 or equivalent.
Prerequisites: MKT 501 or HSB Waiver with a score of MK501
Restrictions: Enrollment is limited to Graduate level students.

MKT 552 Marketing Concepts (2 credits)

MKT 550 Promotional Strategy (3 credits)
Breaking through the "clutter" to gain the customer's attention is a never-ending challenge. An inclusive review of the various elements of Integrated Marketing Communications and how they are used to successfully engage the target audience. Special emphasis is placed on media selection, the creative process, promotion planning and the allocation of resources as promotional tools. Prerequisite: MKT 550.
Prerequisites: (MKT 4015 or MKT 550 or MBA 4615)
Restrictions: Enrollment is limited to Graduate level students.

MKT 604 International Marketing (3 credits)
Marketing is going global at a rapid pace. A multi-faceted study of the concepts, methods and challenges of conducting business in international markets. The economic, political, cultural and geographical factors affecting multinational marketers are addressed from the perspective of various stakeholders including customers, exporters and local businesses. Prerequisite: MKT 550.
Prerequisites: (MKT 4015 or MKT 550 or MBA 4615)
Restrictions: Enrollment is limited to Graduate level students.

MKT 605 Research in Marketing (3 credits)
Today's marketers need to expand beyond conceptual marketing and embrace new sources of information and technology using marketing research, data mining and computer decision models to make marketing decisions. In this course, we integrate concepts, analytic marketing techniques and a software toolkit to train the new generation of marketers to become successful marketing managers. Prerequisite: MKT 550.
Prerequisites: MBA 4615 or MKT 550
Restrictions: Enrollment is limited to Graduate level students.

MKT 606 Consumer Behavior (3 credits)
Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course highlights major consumer behavior models, current research on consumer behavior, and the socio-cultural issues that influence consumers with the goal of understanding how they can be used to improve marketing decision-making. Prerequisite: MKT 550.
Prerequisites: MBA 4615 or MKT 550
Restrictions: Enrollment is limited to Graduate level students.

MKT 607 The Business of Sports (3 credits)
A look at professional and college sports as big business including league structure; ownership and franchise values; sources of revenue; sports media; labor issues; competitive balance; and the economic and financial aspects of college athletic departments. Prerequisite: MKT 550.
Prerequisites: MKT 550 or MBA 4615
Restrictions: Enrollment is limited to Graduate level students.

MKT 608 Marketing and Social Media (3 credits)
Technology has changed the way we learn, communicate, forge relationships and shop. In this class, you will learn how to build a great brand using digital tools such as social networking, blogging virtual worlds, podcasting and mobile applications. Prerequisite: MKT 550
Prerequisites: MKT 550 or HSB Waiver with a score of MK550 or MGT 550 Placement Score with a score of 1
Restrictions: Enrollment is limited to Graduate level students.
**MKT 609 Marketing Analytics (3 credits)**
This application-oriented course introduces quantitative analytic concepts that can inform marketing decisions, assess marketing performance, and detail return on marketing investment. Using spreadsheets, data mining and computer-based models, students will learn how to determine market size and share, identify segments and positioning characteristics, interpret surveys, understand cost and pricing, and optimize distribution. Prerequisite MKT 550

**Prerequisites:** MKT 550

**MKT 610 DigitalMarketing & WebAnalytics (3 credits)**
This course provides insight to the fundamentals of digital marketing and web analytics. In this course students will learn how to use various online tools to develop successful campaigns. Topics covered include, search engine marketing (SEM), search engine optimization (SEO), internet and mobile advertising, social media and web analytics. Prerequisite: MKT 550

**Prerequisites:** MKT 550

**Restrictions:** Enrollment is limited to Graduate level students.

**MKT 611 Global Marketing Concepts (3 credits)**

**MKT 612 Global Cultures and Consumers (3 credits)**
This course examines the basic concepts and principles in consumer behavior with the goal of understanding how these ideas can be used in marketing decision making. It approaches these phenomena within a global framework that emphasizes the importance of the cultural dynamics that influence the meaning of consumption and of consumer behavior around the world. Prerequisites: MKT 501 or equivalent and permission of Program Director.

**Prerequisites:** MKT 501 or equivalent and permission of Program Director.

**Restrictions:** Enrollment is limited to Graduate level students.

**MKT 613 International Channel Manag (3 credits)**
An introduction to cycle of goods (the Channels) from the starting point of sourcing through to payment by the end-user, with a strong focus on the international aspects of moving goods. These core processes involve the traditional functional boundaries and encompass important activities such as information management; inventory flow scheduling and control; logistics-production coordination; international transportation systems operation and infrastructure; and customer service, order fulfillment, and distribution facilities management. Prerequisites: MKT 501 or equivalent and permission of Program Director.

**Prerequisites:** MKT 501 or MKT 201 or HSB Waiver with a score of MK501

**Restrictions:** Enrollment is limited to Graduate level students.

**MKT 614 International Mktg Research (3 credits)**
This course exposes the student to research methodology, and qualitative and quantitative data analytic methods that can be applied to marketing decisions. It addresses general and contemporary issues in consumer behavior, product development, pricing, promotion, and channels in the international marketing context. Permission of Program Director required.

**Prerequisites:** MKT 501 or MKT 501 Waiver Score with a score of 1 or HSB Waiver with a score of MK501

**Restrictions:** Enrollment is limited to Graduate level students.

**MKT 615 Emerging Markets (3 credits)**

**MKT 616 Global Mktg Communications (3 credits)**
An inclusive review of the various elements of Integrated Marketing Communications and how they are used to successfully engage customers including advertising, public relations, sales promotion, direct marketing, e-commerce, event planning, and sponsorships. Students will also explore the role of cultural differences, social-political issues, and global communications institutions in helping multinational organizations communicate with target audiences. Prerequisites MKT 501 or equivalent and permission of Program Director.

**Prerequisites:** MKT 501 or HSB Waiver with a score of MK501

**Restrictions:** Enrollment is limited to Graduate level students.

**MKT 617 Quant Methods for Intl Mktg Mgt (3 credits)**

**MKT 618 Int'l Prod Develop & Brand Mgt (3 credits)**
This course is designed to emphasize the interdisciplinary nature of complex problems in developing and marketing products and services. Students will be exposed to a variety of planning concepts and tools that are available to managers to assist with the creation and management of products and services for the international market. In addition, this course examines brand equity and brand management from a global perspective. Prerequisites: MKT 501 or equivalent and permission of Program Director.

**Prerequisites:** MKT 501 or HSB Waiver with a score of MK501

**Restrictions:** Enrollment is limited to Graduate level students.

**MKT 620 Customer Analytics (3 credits)**
This course will focus on the capture, analysis, and utilization of data related to consumer/customer behavior, preferences, and other characteristics. Students will learn how to produce effective data capture methods such as surveys, online intercepts (e.g., cookies, social media), retail panel data, and so on. Students will also develop skills in using software applications for understanding market segmentation, consumer preferences, product positioning, consumer sentiment, and general data visualization.

**MKT 621 Qualitative Marketing Research (3 credits)**
This course helps develop knowledge and skills in the application and use of qualitative research techniques to develop customer insights. The course provides a survey of qualitative research methods paired with relevant exemplars in various marketing domains. Students will learn best practices for data collection and analysis as well as presentation and application of findings.

**Prerequisites:** MKT 550

**MKT 622 Advert & Consumer Insight (3 credits)**
This course introduces students to advertising theory and techniques related to the strategic engagement of consumers via print, electronic, and other media. Students will be exposed to a variety of advertising metrics, key performance indicators, data sources, and analytical tools utilized in the advertising field.

**MKT 623 Predict Analytics for Mkt (3 credits)**

**MKT 650 Marketing Study Tour (3 credits)**
A specially designed international tour to varying countries which offers students a unique opportunity to study international business and develop a better understanding of the global marketing environment—its dimensions, participants, trends and opportunities. Students will also experience the heritage, ambiance, and excitement of the world’s great countries and cities. Prerequisites: MKT 550 and permission of Program Director.

**Prerequisites:** (MKT 4015 or MKT 550 or MBA 4615)

**Restrictions:** Enrollment is limited to Graduate level students.
MKT 770 International Mktg Study Tour (3 credits)
This is a specially designed tour to varying locations which offered students a unique opportunity to study international marketing and develop a better understanding of the global marketing environment: its dimensions, participants, trends, and opportunities. Students will also experience the cultural heritage, ambiance, and excitement of the world’s great countries and cities. Prerequisite: MKT 501 or equivalent and admission to the M.S. in International Marketing Program or permission of instructor.

Prerequisites: MKT 501 or MKT 201 or MKT 501 Waiver Score with a score of 1 or HSB Waiver with a score of MK501

Restrictions: Enrollment is limited to Graduate level students.

MKT 771 Research in International MKTG (3 credits)

MKT 772 ST: Advanced Research & Stats (3 credits)
This course covers basic multivariate data analysis with an emphasis on applications for business, marketing research and consumer behavior. Emphasis on applications of multivariate analysis from a conceptual viewpoint as well as research design.

Prerequisites: MKT 550 and MKT 614 or MKT 605

MKT 792 Marketing Internship (1,3 credits)

MKT 795 Seminar in International Mktg (3 credits)
This capstone course builds upon the lessons and skills acquired in previous international marketing courses. It prepares the student to actively lead and/or support decision-making processes for international marketing operations. Bringing together marketing strategy and policy, the course reviews current topics in international marketing, such as branding, product and market development, channels of distribution, competition as well as cross-cultural perspectives on customer relationship management, intellectual property, ethics, and other contemporary issues. Prerequisite: MKT 501 or equivalent and admission to the M. S. in International Marketing Program or permission of the instructor.

Prerequisites: MKT 501 or MKT 201 or MKT 501 Waiver Score with a score of 1 or HSB Waiver with a score of MK501

Restrictions: Enrollment is limited to Graduate level students.

MKT 3015 Marketing Concepts (3 credits)

MKT 4015 Marketing Management (3 credits)