

MARKETING (MKT)

MKT 150 First Year Seminar (3 credits)

First-Year Seminar, rotating topics.

Attributes: First-Year Seminar, Undergraduate

MKT 201 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 core Marketing concepts 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.

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.

Prerequisites: MKT 201

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 core Marketing concepts 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.

Restrictions: Students with a class of First Year may **not** enroll.

Attributes: Undergraduate

MKT 301 Integrated Mktg Communications (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, social 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.

Prerequisites: MKT 201

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 processes that underlie customer decision making. The course highlights major consumer behavior models, current research on consumer behavior, and the socio-cultural issues that influence consumers.

Prerequisites: MKT 201

Attributes: Undergraduate

MKT 303 MKT Communications (3 credits)

Topics such as advertising, digital/alternative media, social 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. This course is for Communications Studies students who will not take Principles of Marketing (MKT 201).

Restrictions: Students cannot enroll who have a major, minor, or concentration in Marketing.

Attributes: Undergraduate

MKT 304 Principles of Selling (3 credits)

This course offers students an overview of sales careers and the selling process. Students will learn about the art and science of selling including current sales theories, effective selling techniques and practices, as well as the legal regulations and business ethical issues which affect salespeople.

Prerequisites: MKT 201

Restrictions: Enrollment limited to students in the Haub School of Business college.

Attributes: Undergraduate

MKT 308 Marketing Analytics (3 credits)

This course is designed to provide students with a comprehensive, applied approach to understanding consumer behavior and evaluating the effectiveness of marketing activities. Students will learn to analyze and interpret customer and market data to drive decision-making via best practices. This course may use interactive or digital software, including Tableau, Microsoft Excel, qualitative and quantitative analysis platforms, presentations, and infographic design tools.

Prerequisites: MKT 201 and DSS 220

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.

Prerequisites: (MKT 201 and MKT 304)

Attributes: Undergraduate

MKT 313 Ethics in Marketing (3 credits)

Discussion and analysis of the behavior and interaction of companies, consumers and customers across various topics such as personal privacy, sales responsibility, intellectual property, pricing, image and issue presentation, and Marketing channels. Students will develop multiple methods for evaluating ethical issues in terms of actions and consequences from the perspective of shareholders, employees, consumers, society-at-large and the environment.

Prerequisites: MKT 201

Attributes: GEP: Ethics Intensive, Undergraduate

MKT 314 Social Media Marketing (3 credits)

Social media has changed the way we learn, communicate, forge relationships, and shop. In this course, we explore how customers use social media to express their identity, maintain, personal relationships, collaborate with others, and as a creative outlet. We also examine how companies can use popular social media platforms to further their business goals.

Prerequisites: MKT 201

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 diverse 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

Attributes: GEP: Diversity Course, Undergraduate

MKT 316 Digital Marketing (3 credits)

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 or FMK 303 or PMK 351)

Attributes: Undergraduate

MKT 317 Fashion Marketing (3 credits)

How fashion has evolved in today's world of social media, influencers, and the changing retail landscape.

Prerequisites: MKT 302

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 PMK 351 or FMK 303 or MKT 303)

Attributes: Undergraduate

MKT 324 Public Relations and Publicity (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 or PMK 351 or FMK 303)

Attributes: Undergraduate

MKT 325 Fundamentals of Graphic Design (3 credits)

A "hands on" course where you will learn graphic skills that are the technical foundation for transforming concepts into effective visual communications. Extensive use of current online graphics programs.

Prerequisites: MKT 201

Attributes: CCC: F&P Arts, Design & Creative, GEP: Art/Literature, Undergraduate

MKT 327 Global Mktg 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.

Prerequisites: MKT 201 and (MKT 301 or MKT 303 or PMK 351 or FMK 303)

Attributes: GEP: Diversity Course, Undergraduate, GEP: Writing Intensive

MKT 331 International Marketing (3 credits)

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.

Prerequisites: MKT 201

Attributes: GEP: Globalization Course, 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.

Restrictions: Students with a class of First Year may **not** enroll.

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.

Prerequisites: MKT 201 and (MKT 341 or MKT 343)

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.

Prerequisites: MKT 201

Attributes: GEP: Diversity Course, Undergraduate

MKT 344 Business of Music and Entertai (3 credits)

This course provides an overview of the music and entertainment industry, focusing on the business strategies that drive success in this dynamic field. Students will explore key topics, such as industry structure, function, the role of various participants, primary business models, marketing and promotion, and the impact of new technologies on the industry landscape.

Restrictions: Students with a class of First Year may **not** enroll.

Attributes: Music Industry Course, Undergraduate

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.

Prerequisites: MKT 201

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. This course will also examine the impact that diversity and social issues have on leading sport organizations in the 21st century.

Prerequisites: MKT 201

Attributes: CCC: Diversity, GEP: Diversity Course, 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: Enrollment limited to students with a class of Junior or Senior.

Attributes: Justice Ethics and the Law , Undergraduate

MKT 353 Sports Marketing (3 credits)

Sports Marketing has become increasingly sophisticated over the last decade as teams compete for the entertainment dollar. A study of marketing, promotion, sales and sponsorship strategies utilized in the sports industry by both sports properties and brand partners.

Prerequisites: MKT 201 and MKT 351

Attributes: Undergraduate

MKT 354 The Business of Baseball (3 credits)

An examination of how MLB and its franchises operate as business entities, starting with baseball's antitrust exemption and reserve clause. The course covers league operations, labor relations, financial issues, marketing, baseball and the media, and ballparks. Must be Sophomore or above.

Restrictions: Students with a class of First Year may **not** enroll.

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 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 351 and MKT 201 and MKT 353 (may be taken concurrently)

Attributes: Undergraduate

MKT 363 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 and (MKT 351 or MKT 202)

Attributes: Undergraduate

MKT 364 Sports Marketing Communication (3 credits)

A review of the various elements of Sports Marketing Communications and how they are used to successfully engage the target audience. Highlighting current issues and best practices, topics such as traditional advertising, digital/social media, direct marketing, public relations and sales promotions are addressed.

Prerequisites: MKT 201 and MKT 351 and MKT 353 (may be taken concurrently)

Attributes: Undergraduate

MKT 365 eSports (3 credits)

This course will provide an overview of the Esports industry including history, current status and future. Course will focus on sales and marketing as well as event management.

Prerequisites: MKT 201

Restrictions: Students with a class of First Year may **not** enroll.

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.

Prerequisites: MKT 201

Attributes: Undergraduate

MKT 401 Marketing Strategy (3 credits)

In this capstone course, students apply the Marketing knowledge acquired from previous courses to the development of a comprehensive strategy that addresses all aspects of the Marketing mix. Students will conduct in-depth analysis of consumer, industrial and not-for-profit Marketing issues. Cases dealing with product innovation and development, demand, pricing, distribution, and promotion will also be explored, giving students an opportunity to address real-world business problems.

Prerequisites: MKT 201 and MKT 202 and MKT 302 and (MKT 301 or MKT 303)

Restrictions: Enrollment limited to students with a class of 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.

Prerequisites: MKT 201

Attributes: Undergraduate

MKT 470 Special Topics in Marketing (3 credits)

This course will be offered periodically on a topic of interest in the field of Marketing as chosen by the instructor.

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. Course requires approval of Marketing Department Internship Coordinator prior to registration.

Prerequisites: MKT 201

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 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

Attributes: Undergraduate

MKT 493 Indep Study in Marketing (3 credits)

Students will study a topic in marketing with a faculty mentor.

Attributes: Undergraduate

MKT 497 Sports Marketing Internship (3 credits)

An approved internship in sport marketing.

Prerequisites: MKT 201 and MKT 351

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 202

Attributes: Undergraduate

MKT 509 Curricular Practical Training (1 credit)**MKT 521 Marketing Concepts (2 credits)**

This course provides 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 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 530 Marketing Foundation (2 credits)

An introduction to customer-driven marketing strategy by taking students through the marketing fundamentals beginning with strategy, target marketing and opportunity analysis, then developing the product, price, distribution and promotion marketing mix.

MKT 531 Integrated Mktg Communications (1 credit)

This course is designed to introduce the important elements of effective and integrated Marketing Communications (IMC) including advertising, sales promotion, personal selling, publicity, public relations, interactive marketing, and direct marketing. The roles of traditional, digital and social channels are reviewed.

Restrictions: Enrollment is limited to students with a major, minor, or concentration in Executive MBA Program (1-year) or Executive MBA Program. Enrollment is limited to Graduate level students.

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.

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate, Gateway Course (Grad HSB)

MKT 550 Marketing Management (3 credits)

This course will prepare students to guide the management, development, application, and assessment of ethical business strategy from a customer-focused, market-sensing, and competitor-driven perspective. Learn how the fundamental 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.

Prerequisites: HSB Foundation with a score of MK500

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 602 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, promotional planning and the allocation of resources as promotional tools.

Prerequisites: MKT 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 604 International Marketing (3 credits)

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.

Prerequisites: MKT 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 605 Research in Marketing (3 credits)

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.

Prerequisites: MKT 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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 and how they are used to improve marketing decision-making.

Prerequisites: MKT 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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.

Prerequisites: MKT 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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.

Prerequisites: MKT 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 610 Digital Mkt & Web Analytics (3 credits)

In this course students will learn how to use various online tools to develop successful digital campaigns. Topics covered include search engine marketing (SEM), search engine optimization (SEO), internet and mobile advertising, social media and web analytics.

Prerequisites: MKT 550 and (MKT 605 or MKT 614)

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 612 Global Cultures and Consumers (3 credits)

This course examines the basic concepts and principles of consumer behavior with the goal of understanding how they can be used in successful 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 550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 613 International Channel Mgmt (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 encompass 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 550 or HSB Foundation with a score of MK550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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.

Prerequisites: MKT 550 or HSB Foundation with a score of MK550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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 550 or HSB Foundation with a score of MK550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 618 Int'l Prod Develop & Brand Mgt (3 credits)

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 550 or HSB Foundation with a score of MK550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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. A survey of qualitative research methods are paired with relevant examples 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 and (MKT 605 or MKT 614)

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 622 Advertising & 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.

Prerequisites: MKT 550 and (MKT 605 or MKT 614)

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 623 Predictive Analytics for Mkt (3 credits)

This course covers predictive analytics with an emphasis on applications for business, marketing and consumer behavior. The course focuses on the choice of a predictive method, the procedure of predictive analysis, the validation of a predictive analysis, the important issues involved in evaluating the quality of a predictive data analysis and interpretation of the results.

Prerequisites: MKT 550 and (MKT 605 or MKT 614)

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

MKT 770 Marketing Special Topics (3 credits)

The topics course covers subjects of current interest in the field of Marketing. Specific topics will be announced in the course schedule. The prerequisites and topics selected are at the discretion of the instructor.

Prerequisites: MKT 550 or HSB Foundation with a score of MK550

Restrictions: Enrollment is limited to Graduate level students.

Attributes: Graduate

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 or MKT 560 and (MKT 614 or MKT 605)

Attributes: Graduate

MKT 790 Marketing Strategy (3 credits)

This capstone course helps prepare students to execute the development, application and assessment of Marketing strategy from a customer-focused, market-sensing and competitor-driven perspective. Supported by Market Research and Analytics, students will create a strategic Marketing plan that includes branding, product and market development, promotion, channels of distribution, ethics and other contemporary issues. Completion of all core MKT courses and four or more 600 and above level elective courses required.

Prerequisites: (MKT 606 and MKT 550 and MKT 605 and MKT 609)

Attributes: Graduate

MKT 792 Marketing Internship (1,3 credits)

An approved internship in marketing.

Attributes: Graduate

MKT 795 Seminar in International Mktg (3 credits)

This capstone course builds upon the lessons and skills acquired in previous international marketing courses to prepare students to actively lead and/or support decision-making processes for international marketing operations. Bringing together marketing strategy and policy, the course reviews topics such as branding, product and market development, channels of distribution, intellectual property, ethics, and other contemporary issues.

Prerequisites: MKT 550 or HSB Foundation with a score of MK550

Restrictions: Enrollment limited to students in the MSMKT program.

Enrollment is limited to Graduate level students.

Attributes: Graduate