## MARKETING (MKT)

### Courses

**MKT 5501 Marketing Management**
Credit: 1.5
This course goes beyond the explanation of basic concepts of marketing. The goal is to present a strategic and integrative perspective of marketing in the contemporary digital, global and competitive marketing environment. The emphasis is on the interface between an organization's objectives, capabilities, resources and marketplace needs and opportunities. Examples of major topics to be covered are market-oriented philosophy and corresponding strategy, customer relationship management, branding and brand equity, services marketing, marketing ethics, defensive and offensive marketing strategies, product positioning, distribution and pricing strategies.

**MKT 5504 Marketing Management**
Credits: 3
The course presents concepts of marketing, describes marketing strategy, and defines marketing tactics. Marketing law, fiduciary responsibilities, and marketing ethics for executives impacted by marketing success are identified. The goal is to present a strategic and integrative perspective of marketing in the contemporary digital, global and competitive marketing environment. The integration between an organization's objectives, capabilities, resources and marketplace needs and opportunities is described. Examples of major topics to be covered are marketing philosophies and their corresponding strategies, technology-driven customer relationship management, branding and brand equity, services marketing, product positioning, distribution and pricing strategies, and implementation of marketing tactics in.

**Prerequisites:** Students must be enrolled in a Bloch School graduate program.

**MKT 5539 Social and Mobile Marketing**
Credits: 3
The course builds around Database Marketing principles, whether supporting marketing at a distance without requiring a physical wholesale or retail intermediary; or supporting physical retail. Social and Mobile media principles, on-line measurement, digital marketing strategy, and tactics by on-line platform are discussed across a variety of media and devices. Students must demonstrate competence in SEO (Search Engine Optimization) and on-line analytics. Students learn to calculate Lifetime Value, Break-Even, PL on a Campaign, and Payback period using industry accepted methodologies.

**Prerequisites:** MKT 5504.

**MKT 5555 International Marketing**
Credits: 3
This course focuses on marketing problems confronting international business managers and the ways they may be analyzed and resolved. The course content includes concepts and techniques useful in international marketing; effects of national differences on marketing practices; organization for international marketing; and strategy formulation for international markets.

**Prerequisites:** MKT 5504.

**MKT 5560 Customer Insights and Communication Strategy**
Credits: 3
A review of behavioral science concepts and related academic research to help understand customer behaviors and communications targeted to them. Special emphasis is placed on applications of these concepts to problems related to strategies of product, pricing, promotion, and place or distribution.

**Prerequisites:** MKT 5504.

**MKT 5562 Marketing Research & Data Analysis**
Credits: 3
This course is designed to systematically introduce you to the most commonly used tools/techniques used to arrive at major business decisions from a consumer/customer perspective. The course emphasizes analysis of data using statistical software. Students will be taught to use designated software to analyze data to address real-world marketing problems.

**Prerequisites:** MKT 5504 and MIS 5507.

**MKT 5565 Marketing Management**
Credits: 2
Marketing management examines the role of marketing in driving profitable revenue growth in companies. The focus is placed on tools and approaches to analyzing and understanding customer needs- including the roles of market research and brand equity- and the development of integrated marketing plans to deliver to those needs.

**Prerequisites:** Admission to Executive MBA Program.

**MKT 5566 Customer Data Analytics**
Credits: 3
This course is designed to systematically introduce you to the most commonly used tools/techniques for the analysis of customer data for managerial decision-making in a wide variety of business settings. The course emphasizes tools for predictive analytics using statistical software. Students will be taught basic concepts pertaining to regressions, choice models, classification, and segmentation techniques together with hands-on training in designated software. Recommended preparation: Graduate level course in business statistics or decision science.

**Prerequisites:** MKT 5504 and MIS 5507.
MKT 5575 Applied Strategic Marketing Credits: 3
This course focuses on advanced marketing skills and practical techniques for defining and meeting the needs of the chosen market. The emphasis is on key drivers of marketing effectiveness, including creating a market-oriented culture, customer-focused information systems, the relationship of various components of marketing, and the response to marketing variables. A variety of pedagogical approaches, including applied projects, may be employed.

Prerequisites: MKT 5504.

MKT 5587 Special Topics Credits: 3
Special topics in marketing.

MKT 5595 Internship Credits: 1-3
An opportunity for students to integrate their academic studies via employment with a business/organization in the community.

MKT 5597 Independent Study Credits: 1-6
Independent study and research in areas of special interest under individual faculty direction.

MKT 5899 Required Graduate Enrollment Credit: 1