

MK - MARKETING (MK)

MK 587. Electronic Marketing. (3 Credits)

This course is designed to provide an overview of electronic commerce with an emphasis on e-retailing, consumer behavior online, Internet advertising, and online market research. Web business strategies, international electronic customer relations, electronic customer interface, Internet pricing, distribution challenges, Internet branding, customer information systems and framing the marketing opportunity. An independent research project will be a significant part of the class.

MK 615. Marketing Seminar. (3 Credits)

A study of marketing theory and the contributions of various behavioral sciences to the area of marketing. (Offered on sufficient demand).

MK 616. Survey of Marketing Issues and Problems. (3 Credits)

A survey course of significant influences of facing marketing management. Student will draw on current events and empirical data to discuss current marketing opportunities and problems stemming from the external environment. (Offered on sufficient demand).

MK 620. Sales Techniques for New Business Development. (3 Credits)

This course introduces the new business development process by exploring prospecting, information gathering, presentations, handling sales resistance, earning commitment, and follow-up. Other topics include buyer behavior, communication skills, prospecting technologies, and CRM. (Fall, Spring, Summer).

MK 625. Sales Management Strategies for New Business Development. (3 Credits)

This course provides an overview of the unique opportunities and challenges encountered in the process of managing the professional sales organization. Initially, the course focuses on the distinctiveness and the importance of managing new business development. From this point, the class begins to assess the aspects of sales management that are critical to the organization's success in various markets (consumer, business, government, and global). Each topic is examined through readings, discussions, lectures and specific cases. At the conclusion of the course, the student will have an appreciation for not only the unique challenges of new business development, but also the ways in which managers maximize the long-term productivity and profitability of the sales function. Prerequisite: MK 620 (Fall, Spring)

MK 627. Research and Report Writing. (3 Credits)

A critical review of research methods in the business disciplines. Subjects discussed include nature and sources of secondary data, primary data collection techniques, research design, sample selection, and/or model building. Further, students will explore and prepare various accounting, financial, and general business forms, statements, and reports applicable to business research. Also listed as CIS 627, EC 627, FI 627, and MG 627 but creditable only in field for which registered. (Offered on sufficient demand).

MK 630. Social Media Marketing. (3 Credits)

This course provides a thorough understanding of social media channels including social networking sites, online communities, forums, blogs, video-sharing sites, etc. Emphasis will be placed on the use of these channels as part of an overall marketing communication strategy. Specific topics addressed include targeting online customers through social media channels, effectiveness of social media marketing, and evaluation methods. (Fall).

MK 633. Category Management. (3 Credits)

This course introduces advanced strategies and methodologies in category management including space planning, promotion and pricing analysis, managing the manufacturer-retailer relationship, and developing collaborative networks among industry channel members. The course provides the analytical framework necessary to conduct a category review and make strategic recommendations to both manufacturers and retailers. Pre-requisite: MK 620 (Fall)

MK 635. Marketing in a Global Economy. (3 Credits)

A conceptual and analytic approach to the identification of international marketing opportunities and the development of action strategies. (Offered on sufficient demand).

MK 643. Private and Government Contract Business. (3 Credits)

This course analyzes the role of the salesperson/account representative in contract business development in both the private sector and government sector. Students will examine the processes and procedures for acquiring contracts and developing bids to win contracts for new and continuing business. Representatives from private and government organizations interact with students in this course to provide first-hand experience in dealing in the contract business environment. Prerequisite: MK 620 (Spring)

MK 650. Marketing Communications. (3 Credits)

A managerial perspective of the marketing communication process. Includes a study of relevant buyer behavior concepts, resources and budgets, media, creative aspects, and effectiveness measurements as they relate to the task of marketing communications. Prerequisite: MK 360. (Offered on sufficient demand).

MK 651. Special Topics. (3 Credits)

MK 653. Purchasing, Logistics, and Supply Chain Mgt.. (3 Credits)

This course provides an understanding of the concepts and science of the supply chain functions and the importance of developing relationships with world-class channel members. Students also utilize information management systems for distribution, e-commerce, and logistics. Prerequisite: MK 620 (Fall)

MK 660. Marketing Strategy. (3 Credits)

Study of the entrepreneurial role and the development and management of new marketing firms and products. Prerequisite: MK 360.

MK 662. Nonprofit Marketing. (3 Credits)

A study of marketing elements and strategies and how they can be applied to help public and private nonprofit organizations achieve various objectives. (Offered on sufficient demand).

MK 663. Key Account Management. (3 Credits)

This course analyzes the role of the salesperson/account representative in high-level sales processes such as those associated with key and strategic account management. The course emphasizes quantitative and qualitative analysis of high-level selling issues, customers' perspectives, and the competitive nature of this sales environment. Additionally, the course examines the interplay between sales and marketing as they relate to acquiring and managing these key accounts. Pre-requisite: MK 620 (Summer)

MK 665. Issues in Health Care Management. (3 Credits)

A forum to increase understanding of contemporary issues related to health care management. The course surveys selected current issues in health care management and policy at the regional, national and international levels. The course will also focus on current thinking and debate regarding health care reform in the U. S., using the course text and other readings as resource material. Also listed as MG 665 but creditable only in field which registered. (Summer).

MK 670. Service Marketing. (3 Credits)

Developing, pricing, distribution, and promoting the service, control of quality of customer encounters through service automation and/or employee selection and training; place of marketing in service organization structure; strategic implications of structure of service industries. Prerequisite: MK 360.

MK 671. Marketing for Health Care Management. (3 Credits)

An integrated course that provides health care management students an opportunity to analyze the unique marketing problems and opportunities facing the health care industry. Strategic marketing planning will be emphasized via development of a generic marketing plan. Course objectives will be accomplished through lecture, reading, discussion, case analysis and marketing plan development. (Fall).

MK 672. Strategic Marketing Analysis. (2 Credits)

This course examines the philosophy of marketing concept and how marketing strategies integrate with economics, accounting, finance, technology and production. The 4 Ps are used to organize and evaluate how marketing strategies are influenced by pricing, product development, distribution and promotion. Attention will be given to international strategy and how culture influences strategic decision-making. Prerequisites: MG 600 and MBA 600. (Fall, Spring).

MK 675. Seminar in Negotiation and Conflict Resolution Strategies. (3 Credits)

This course will explore the concept of negotiation in numerous business environments. Attention will be paid to topics such as strategies and tactics, nonverbal communication, and ethical and cultural aspects. Other forms of conflict resolution used in business, such as mediation and arbitration will also be addressed, and the design of conflict management programs will be examined. Also listed as MG 675 but creditable only in field for which registered. (Spring).

MK 680. International Experience/Internship. (3 Credits)

Study abroad experience to include structured group visits to businesses and business centers; lectures delivered by managers involved in international trade, internship experiences, and/or structured participation in a university sponsored academic program. Also listed as AC 680, CIS 680, EC 680, FI 680 and MG 680, but creditable only in field which registered. Prerequisite: approval of the department chair and internship coordinator. (Fall, Spring, Summer).

MK 687. E-Marketing. (3 Credits)

This course is designed to provide an overview of electronic commerce with an emphasis on e-retailing, consumer behavior online, Internet advertising, and online market research. Web business strategies, international electronic customer relations, electronic customer interface, Internet pricing, distribution challenges, Internet branding, customer information systems and framing the marketing opportunity. (Offered on sufficient demand).

MK 691. International Business. (3 Credits)

Course provides the opportunity to examine the management practices of executives in multinational firms. Students will analyze the policies and strategies employed by successful international firms in an increasingly global marketplace. Also listed as MG 691 but creditable only in field for which registered. (Spring).

MK 698. Independent Study/Research. (3 Credits)

Guided independent study and/or research in an area related to marketing. Prerequisite: approval of the department chair. (Fall, Spring, Summer).