MK 470. Cases in Category Management. (3 Credits)
In this capstone course, students will receive instruction from category management professionals, our faculty, our business partners and other friends of the program. The lectures provided in the course are ‘best in class’ presentations, and provide our students with a competitive advantage when they enter the workplace. In this course students learn to act as category managers, while working in groups, through development of real case solutions using the case solution method. Prerequisite: MK 365; Co-requisite: MK 435. (Fall, Spring)

MK 476. Consumer and Market Behavior. (3 Credits)
This course is a study of the buying habits and preferences of consumers. It includes models for explaining and predicting consumer and marketing behavior, consumer movements and attitudes with implications for marketing management policies and the business economy. Prerequisite: MK 360. (Fall, Spring, Summer)

MK 479. Marketing Research. (3 Credits)
This course will focus on the methods and techniques employed in business and economic research. It emphasizes sources of information, analysis, interpretation, presentation of data and reporting. Prerequisites: MK 360 and QM 292 (Fall, Spring)

MK 480. Marketing Internship. (3 Credits)
The marketing internship is a work related experience in a private, public, or governmental organization enhancing the applications of marketing theories and concepts. Must be a junior or senior. Prerequisite: approval of department chair. Must be admitted to the BBA program. (Fall, Spring, Summer)

MK 487. 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. Prerequisite: MK 360. (Fall, Spring)

MK 491. International Business. (3 Credits)
This course is an advanced survey of management practices and styles in developed and developing nations along with a study of the growing opportunities and potential risks in the marketing of goods and services across international boundaries. Prerequisite: MG 330. (Fall, Spring, Summer)

MK 492. Retailing. (3 Credits)
This course focuses on the structure, policies and practices followed in the operation of chain stores, franchises, cooperatives, and independent retailers. Topics covered include store location, layout, buying, selling, pricing, merchandising, promotional strategies, and retail trends. Prerequisite: MK 360. (Offered on sufficient demand)

MK 495. Senior Marketing Seminar. (3 Credits)
A project-based course designed to provide senior marketing majors with real-world marketing experience. Students will benefit from exposure to practicing professionals, hands-on experience, and networking opportunities associated with completion and presentation of the project. Prerequisite: Permission of the instructor. (Fall, Spring)

MK 498. Marketing Management. (3 Credits)
This is an integrated course that provides advanced students an opportunity to apply marketing strategies to the solution of marketing problems. This will be accomplished through the use of simulations, cases, and outside projects. Open to senior business majors only. Prerequisites: MK 363; Prerequisite/co-requisite MK 476. (Fall, Spring, Summer)

MK 499. Independent Study-Practicum. (1-3 Credits)
This course provides for study, research, or special field experience on departmental determination, supervision, and evaluation. Open to senior majors on approval of the department chair. (Fall, Spring, Summer)