

MARKETING (MKT)

Marketing (MKT) Courses

MKT 5003. Introduction to Marketing. (3-0) 3 Credit Hours.

Examination of marketing in society and the firm. Functions, institutions, processes, methods, and issues will be examined. Emphasis is on marketing decision making. Differential Tuition: \$387.

MKT 5023. Marketing Management. (3-0) 3 Credit Hours.

Prerequisites: ACC 5003 and ECO 5003, or their equivalents. Completion of or concurrent enrollment in ACC 5023 is recommended. An analysis of marketing management processes within organizations. Focus is on the use of strategic planning and market analysis to design marketing programs in competitive environments. (Same as MKT 5023. Credit cannot be earned for both MBA 5313 and MKT 5023.) Differential Tuition: \$387.

MKT 5043. Consumer Behavior in Marketing Strategy. (3-0) 3 Credit Hours.

Prerequisite: MKT 5023 or an equivalent. The study of consumer behavior as the basis for marketing opportunities. Analyzes and evaluates contemporary models of consumer behavior as a guide to organizational decision making. Differential Tuition: \$387.

MKT 5063. Marketing Research Design and Application. (3-0) 3 Credit Hours.

Prerequisite: MKT 5023 or an equivalent. Reviews the methodology essential to marketing's role of guiding the firm's production, distribution, pricing, and communication efforts through marketing research, including designing and conducting customer research, and analyzing and communicating research results. Differential Tuition: \$387.

MKT 5083. Advertising and Promotion Management. (3-0) 3 Credit Hours.

Prerequisite: MKT 5023 or an equivalent. The use of communication processes and programs to attain promotional goals; examination of mass and interpersonal forms of communication, and the uses of sales promotion tools. Differential Tuition: \$387.

MKT 5313. Marketing and Selling a Destination. (3-0) 3 Credit Hours.

Examination of marketing planning and implementation with specific focus on developing a marketing plan, advertising agency selection, market research, selling to marketing intermediaries and meeting planners, convention facility marketing and sales, the role of the Web site, visitor guides, public relations and film commissions. Differential Tuition: \$387.

MKT 5333. Economics of Tourism and Sustainable Development. (3-0) 3 Credit Hours.

Examines the macroeconomic effect of tourism on a destination and the microeconomic aspects of sustainable tourism. Students are introduced to the theory and research methods involved in conducting economic impact studies, feasibility studies, and forecasting visitor arrivals. Differential Tuition: \$387.

MKT 5673. International Marketing. (3-0) 3 Credit Hours.

Prerequisite: MKT 5023 or an equivalent. Analysis of global marketing strategies, including an examination of the cultural, economic, and political dimensions. Focus is on developing alternative market entry strategies and managing the marketing mix in international markets. Differential Tuition: \$387.

MKT 6943. Marketing Internship. (0-0) 3 Credit Hours.

Prerequisites: Graduate standing, 15 semester credit hours of graduate work, and consent of instructor. Internship must be approved in advance by the Internship Coordinator and the student's Graduate Advisor of Record. Supervised full- or part-time off-campus work experience and training in marketing. Individual conferences and written reports required. Differential Tuition: \$387.

MKT 6951. Independent Study. (0-0) 1 Credit Hour.

Prerequisites: Graduate standing and permission in writing (form available) of the instructor and the student's Graduate Advisor of Record. Independent reading, research, discussion, and/or writing under the direction of a faculty member. For students needing specialized work not normally or not often available as part of the regular course offerings. May be repeated for credit, but not more than 6 hours, regardless of discipline, will apply to the degree. Differential Tuition: \$129.

MKT 6953. Independent Study. (0-0) 3 Credit Hours.

Prerequisites: Graduate standing and permission in writing (form available) of the instructor and the student's Graduate Advisor of Record. Independent reading, research, discussion, and/or writing under the direction of a faculty member. For students needing specialized work not normally or not often available as part of the regular course offerings. May be repeated for credit, but not more than 6 hours, regardless of discipline, will apply to the degree. Differential Tuition: \$387.

MKT 6961. Comprehensive Examination. (0-0) 1 Credit Hour.

Prerequisite: Approval of the appropriate committee on graduate studies to take the Comprehensive Examination. Independent study course for the purpose of taking the Comprehensive Examination. May be repeated as many times as approved by the Committee on Graduate Studies. Enrollment is required each term in which the Comprehensive Examination is taken if no other courses are being taken that term. The grade report for the course is either "CR" (satisfactory performance on the Comprehensive Examination) or "NC" (unsatisfactory performance on the Comprehensive Examination). Differential Tuition: \$129.

MKT 6971. Special Problems. (1-0) 1 Credit Hour.

Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings; examples include Brand Management, Services Marketing, Sales Management, Multicultural Marketing, and topics in Tourism Management. Special Problems courses may be repeated for credit when topics vary, but not more than 6 hours, regardless of discipline, will apply to the degree. Differential Tuition: \$129.

MKT 6973. Special Problems. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings; examples include Brand Management, Services Marketing, Sales Management, Multicultural Marketing, and topics in Tourism Management. Special Problems courses may be repeated for credit when topics vary, but not more than 6 hours, regardless of discipline, will apply to the degree. Differential Tuition: \$387.

MKT 6983. Master's Thesis. (0-0) 3 Credit Hours.

Prerequisites: Permission of the Graduate Advisor of Record and thesis director. Thesis research and preparation. May be repeated for credit, but not more than 6 hours will apply to the Master's degree. Credit will be awarded upon completion of the thesis. Enrollment is required each term in which the thesis is in progress. Differential Tuition: \$387.

MKT 7013. Seminar in Marketing Theory. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. Historical and philosophical perspective on the development of scientific marketing thought, the role of theory in marketing, and research methods in marketing. Differential Tuition: \$387.

MKT 7023. Behavioral Seminar I. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. Examination of the processes underlying consumer behavior from the perspective of social and cognitive psychology. Topics will include judgment and decision making, information-processing biases, consumer motivations and values, memory and knowledge, and mood and affect. Differential Tuition: \$387.

MKT 7033. Behavioral Seminar II. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. Examination of the processes underlying consumer behavior from the interdisciplinary perspectives of psychology, sociology, and anthropology. Topics will include attitudes and persuasion, cross-cultural research, socialization, individual difference variables, and group influences on individual behavior. Differential Tuition: \$387.

MKT 7043. Seminar in Experimental Design. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. Introduction to methodological issues that arise in experimental and quasi-experimental research. Topics of emphasis include data collection and measurement, reliability and validity, experimental design, and data analysis. Differential Tuition: \$387.

MKT 7063. Special Topics in Marketing. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. In-depth examination of current topics in marketing research (cross-cultural and international marketing, pricing, etc.). The course may be repeated for credit when topics vary. Differential Tuition: \$387.

MKT 7073. Cross-Cultural Consumer Research. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. Examination of cross-cultural research from disciplines such as international business, psychology, sociology, and consumer behavior, with a focus on understanding current theoretical and methodological issues, and their marketing and consumer implications. Differential Tuition: \$387.

MKT 7083. Consumer Judgment and Decision Making. (3-0) 3 Credit Hours.

Prerequisite: Consent of instructor. In-depth examination of the judgment, decision making, and choice aspects of consumer behavior, with a focus on understanding what people actually do (descriptive view) versus what they rationally ought to do (normative view). Differential Tuition: \$387.

MKT 7211. Doctoral Research. (0-0) 1 Credit Hour.

May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree. Differential Tuition: \$129.

MKT 7212. Doctoral Research. (0-0) 2 Credit Hours.

May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree. Differential Tuition: \$258.

MKT 7213. Doctoral Research. (0-0) 3 Credit Hours.

May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree. Differential Tuition: \$387.

MKT 7214. Doctoral Research. (0-0) 4 Credit Hours.

May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree. Differential Tuition: \$516.

MKT 7215. Doctoral Research. (0-0) 5 Credit Hours.

May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree. Differential Tuition: \$645.

MKT 7216. Doctoral Research. (0-0) 6 Credit Hours.

May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 24 hours may be applied to the Doctoral degree. Differential Tuition: \$774.

MKT 7311. Doctoral Dissertation. (0-0) 1 Credit Hour.

Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree. Differential Tuition: \$129.

MKT 7312. Doctoral Dissertation. (0-0) 2 Credit Hours.

Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree. Differential Tuition: \$258.

MKT 7313. Doctoral Dissertation. (0-0) 3 Credit Hours.

Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree. Differential Tuition: \$387.

MKT 7314. Doctoral Dissertation. (0-0) 4 Credit Hours.

Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree. Differential Tuition: \$516.

MKT 7315. Doctoral Dissertation. (0-0) 5 Credit Hours.

Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree. Differential Tuition: \$645.

MKT 7316. Doctoral Dissertation. (0-0) 6 Credit Hours.

Prerequisite: Admission to Candidacy for the Doctoral degree in business. May be repeated for credit upon approval of the Doctoral Studies Committee, but not more than 12 hours may be applied to the Doctoral degree. Differential Tuition: \$774.