

Marketing (MK)

MK 6300. Special Studies in Marketing. 3 Semester Hours.

Selected topics vary from semester to semester. (Semester Offered Varies. Check with Program Director.).

MK 6385. Marketing Management Core. 3 Semester Hours.

This course focuses on preparing students to develop and implement the major strategic decisions facing marketing executives in their attempt to harmonize the objectives and resources of the organization with the needs and opportunities in the global marketplace. Through case analyses and the development of a comprehensive marketing plan, students analyze the functional areas of marketing, including market analysis and research, marketing communications, distribution, and pricing. Current topics in marketing are integrated into the course. Topics vary but may include current political/legal, social/cultural, or technological (e.g., eCommerce) issues surrounding marketing. (Fall only).

MK 8312. Marketing Research: Methods and Applications. 3 Semester Hours.

This course provides students with current methodology and applications in research with a focus on marketing and marketing research. The three phases of the course are qualitative marketing research, quantitative data analysis, and special topics such as the Internet, international issues, and measurement instruments. (Semester Offered Varies. Check with Program Director.).