

MARKETING

MKT

**Department of Marketing
Eli Broad College of Business
and The Eli Broad Graduate
School of Management**

300 Managerial Marketing (I)

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 300 Not open to students with credit in MKT 327.

Analysis and strategic integration of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.

302 Consumer and Organizational Buyer Behavior

Fall, Spring, Summer. 3(3-0) P: MKT 300 and (MKT 317 or concurrently) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Food Industry Management major or in the Sales Communication Specialization. SA: MSC 302

Application of consumer behavior principles to customer satisfaction, market planning, and marketing mix decisions. Ethical, diversity, and international issues.

310 International and Comparative Dimensions of Business

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 310

International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. International business transactions and entry strategies.

313 Personal Selling and Buying Processes

Fall, Spring. 3(3-0) R: Open to juniors or seniors or sophomores in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the Applied Engineering Sciences major. SA: MSC 313

Role of the sales organization and nature of customer and channel relationships. Buying behavior and sales processes. Fundamentals of personal selling. Experiential project that challenges students to assimilate and apply key concepts.

317 Quantitative Business Research Methods

Fall, Spring, Summer. 3(3-0) Interdepartmental with Statistics and Probability. Administered by Marketing. P: STT 315 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to undergraduate students in the School of Hospitality Business and open to juniors or seniors in the Applied Engineering Sciences major. SA: MSC 317

Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

319 Marketing Research

Fall, Spring. 3(3-0) P: MKT 300 and MKT 317 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 319

Research methods designed to obtain information for marketing decisions. Research design, data collection, and interpretation of information to aid in making managerial decisions.

327 Introduction to Marketing

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the College of Agriculture and Natural Resources or in the College of Communication Arts and Sciences or in the College of Engineering or in the James Madison College or in the College of Social Science or in the College of Arts and Letters. SA: MSC 327 Not open to students with credit in MKT 300.

Buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.

351 Retail Management

Fall, Spring, Summer. 3(3-0) Interdepartmental with Food Industry Management. Administered by Marketing. P: MKT 300 or MKT 327 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Food Industry Management major. SA: MSC 351

Domestic and international retailing structure, environment, and development. Managerial strategy. Locational, purchasing, organizational, personnel and promotional techniques. Retail budgeting and control. Social and ethical considerations.

355 Entrepreneurship: Strategic Marketing Planning and Launch

Fall, Spring. 3 credits. P: MKT 300 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 355

Process of planning, starting, and positioning new businesses which link directly to customer requirements. Understanding unmet market opportunity due to competitive gaps or customer needs (realized or not) for both consumer and industrial products and services.

360 Advanced Sales Communication

Fall, Spring. 3(3-0) Interdepartmental with Advertising and Communication. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.

Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

383 Sales Management

Fall, Spring. 3(3-0) P: (MKT 300 or MKT 327) and (MKT 317 or concurrently or approval of department) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Applied Engineering Sciences major or in the Sales Communication Specialization or approval of department. SA: MSC 383

Planning, implementing, and controlling the firm's personal selling function. Analysis of sales territories. Management of recruitment, selection, training, and motivation of sales personnel. Evaluation of sales performance. Diversity and ethical issues.

410 Product Innovation and Management

Fall. 3(3-0) P: (MKT 300 or MKT 327) and (MKT 317 or concurrently) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 410

Analytic, decision-making, and planning concepts and tools available to product managers. New product policy and development, organizational issues, and product modification and deletion.

412 Marketing Technology and Analytics

Spring. 3(3-0) Interdepartmental with Information Technology Management. Administered by Marketing. P: MKT 300 and MKT 317 and ITM 309 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Information Technology Specialization. SA: MSC 412

Collection and analysis of information from the web, including web-based surveys, web analytics, online communities, blog scraping, and web spiders.

415 International Marketing Management

Fall, Spring. 3(3-0) P: MKT 300 and (MKT 310 or EC 340) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 415

Marketing decisions, strategies, and operations of the firm involved in international business. Researching global market opportunities and formulating market entry strategies. Developing and implementing the international marketing program.

420 New Product Design and Development

Spring. 3(3-0) P: MKT 300 and MKT 317 R: Open to seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 420

Practical training and experiences in design and testing of new products.

439 Food Business Analysis and Strategic Planning (W)

Fall. 3(4-0) Interdepartmental with Food Industry Management. Administered by Food Industry Management. P: (FIM 220) and completion of Tier I writing requirement R: Open to seniors. SA: ML 439, MTA 439

Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, and business and strategic planning.

Marketing—MKT

- 460 Marketing Strategy (W)**
Fall, Spring, Summer. 3(3-0) P: (MKT 302 and MKT 317 and MKT 319) and completion of Tier I writing requirement R: Open to seniors in the Marketing major. SA: MSC 460
Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis. Ethical and international applications.
- 480 Entrepreneurship Capstone Experience**
Fall, Spring. 3(3-0) P: MKT 355 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 480
Entrepreneurship and business development projects. Defining marketing intangibles. Defining scope of work. Engagement management. Preparing deliverables for entrepreneurial firms. Working with entrepreneurs to solve real problems ranging from initial visioning and planning to grow to size.
- 490 Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. SA: MSC 490
Supervised program of research-based independent study.
- 490H Honors Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. SA: MSC 490H
Supervised program of independent research in marketing.
- 491 Special Topics in Marketing**
Spring of odd years. 3(3-0) P: MKT 300 and MKT 319 and MKT 302 or approval of department; application required R: Open to seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required.
Special topics in marketing management or market research of unusual scope or timeliness.
- 805 Marketing Management**
Spring. 2 to 3 credits. SA: MSC 805
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.
- 806 Marketing Analysis**
Spring. 3(3-0) P: MBA 820 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Business Administration or approval of department. SA: MSC 806
Analysis of data gathered for strategic and tactical marketing decisions from a variety of sources. Traditional and internet marketing research methods, statistical analysis software, sales forecasting, data mining techniques, scanner data and analysis, Web site traffic metrics and analysis.
- 807 Customer-Driven Strategies**
Fall. 3(3-0) P: MBA 820 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 807
Theories and models of consumer and business buyer behavior. Research tools that organizations use to listen to the voice of the customer. Use of qualitative data in formulating marketing strategies. Market orientation, segmentation, branding, customer satisfaction measurement, and developing customer loyalty.
- 808 Market Creation, Growth, and Domination**
Spring. 3(3-0) P: MBA 820 or MKT 805 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 808
Creative, outside-the-box, and theoretical concepts and processes for creating markets, growing markets, and establishing leadership positions in mature markets.
- 809 Pricing, Profitability and Marketing Metrics**
Spring. 3(3-0) P: MBA 820 or MKT 805 RB: Prior course in managerial accounting at any level. R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.
Design, management, and integration of pricing into the marketing mix and the revenue yield strategies of the firm. Analytic, empirical and simulation approaches to pricing. Design of effective and efficient metrics for control of marketing operations.
- 810 Innovating and Launching Products and Services**
Fall. 3(3-0) P: MKT 805 or MBA 820 or approval of department R: Open to masters students or MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or approval of department. SA: MSC 810
New product and service management for competitive-intensive firms. Creating new product and services ideas using voice of customer as well as creative-inventive paradigms. Managing cross-functional teams. Developing and implementing innovation strategies. New product development regimes, service architecture approaches and launch strategies. Decision making in the context of innovation.
- 811 Brand Strategy**
Fall. 3(3-0) P: MBA 820 R: Open to MBA students. SA: MSC 811
Competitive brand development strategy, marketing analysis, and marketing planning. Simulating marketing and product decisions in globally competitive market environments. Development and execution of marketing and branding strategy and plans for a high technology firm.
- 812 Integrated Marketing Communications**
Fall. 3(3-0) P: MBA 820 or MKT 805 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.
Theories, principles, and leading-edge practices of integrated marketing communications (IMC) which includes advertising, promotion, public relations, internal marketing, direct marketing, e-marketing and guerilla marketing. IMC development, planning, delivery, and content management.
- 819 Advanced Marketing Research**
Fall. 3(3-0) P: MKT 319 or MKT 806 RB: MBA 804 R: Open to seniors or graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.
Advanced quantitative methods for marketing research for market segmentation and consumer choice using multivariate statistics, including perceptual mapping, multiple regression, cluster analysis, multidimensional scaling, discriminant analysis, conjoint analysis, and factor analysis.
- 830 Seminar in Social Marketing**
Spring. 3(3-0) Interdepartmental with Advertising. Administered by Advertising.
In-depth reading and critical thinking about theories and principles in social marketing. Application of theory and empirical research to evaluating and planning social marketing programs.
- 856 Consulting Practicum For Emerging Firms**
Fall, Spring. 3(1-6) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 856
Classroom and field experience on business consulting, defining marketing intangibles, defining scope of work, engagement management, and preparing deliverables for entrepreneurial firms. Topics include small business market research tools, marketing planning, financial management and growth management.
- 858 Corporate Entrepreneurship**
Fall, Spring of odd years. 3(3-0) P: MBA 820 or concurrently R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 858
New venture strategies within corporate business environment. Market and analysis and planning. Product development, sales force deployment, and advertising and promotion strategy. Funding, and asset utilization and deployment. Exit and spin-off strategies. Employs team-based, non-traditional, and experiential learning methods.
- 859 Venture Management Practicum**
Spring. 3(1-4) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to graduate students in the Department of Fisheries and Wildlife. SA: MSC 859
Application of the principles and tools of market assessment, venture development, and management in venture start up, or venture growth situations. Applications to for profit and not-for-profit or public organizations.
- 860 International Business**
Fall. 3(3-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 860
Management of the firm in the multinational environment. Assessment of international modes of operations, markets, financial strategies, services, and resources. Competitive strategy.

- 861 Marketing Research Strategy and Analysis**
Spring. 1 to 6 credits. P: MKT 805 or MBA 820 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 861
Design, management, and integration of market research into marketing management and decision structures. Interrelationships between marketing information structures and knowledge management within the firm and business intelligence. Design, implementation, and analysis to achieve effective and efficient marketing decisions and operations.
- 862 Global Marketing**
Fall, Spring. 3(3-0) P: MBA 820 or MKT 805 R: Open to masters students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 862
Marketing strategies for international expansion. Global marketing planning, market selection, timing, modes of entry, and the marketing activities necessary for global marketing expansion.
- 865 Emerging Topics in Business**
Spring. 3(3-0) RB: MBA 820 or MKT 805 R: Open to graduate students. Approval of department. SA: MSC 865
Perspectives on new and emerging issues of business administration. Topics vary.
- 884 Marketing Management**
Summer. 2(2-0) R: Open to masters students in the Supply Chain Management major. SA: MSC 884
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.
- 890 Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. RB: MBA 820 or MKT 805 SA: MSC 890
Faculty supervised independent study
- 902 Pro-seminar in Marketing**
Fall. 1 to 3 credits. R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 902
Presentation of research, evaluation of research, and professional research standards.
- 905 Research Design in Marketing**
Fall of odd years. 3(3-0) P: MGT 906 and MGT 914 R: Open to doctoral students in the Department of Marketing. SA: MSC 905
Research concepts and scientific methods for the study of marketing. Formulation of hypotheses, concepts of measurement, and quantitative methods.
- 907 Statistical Models in Marketing**
Fall. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to doctoral students in the College of Communication Arts and Sciences or approval of department; application required. SA: MSC 907
Advanced statistical methods in marketing. Structural equations modeling, agent based models, and panel design methods. Sources and uses of secondary data.
- 908 Marketing Analytic Decision Models**
Fall. 3(3-0) RB: MKT 910 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 908
Applications of marketing decision models in new product development, pricing, distribution, advertising, and sales promotion.
- 910 Marketing Theory and Critical Analysis**
Fall. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 910
Marketing thought in the evolution of marketing. Special emphasis on philosophy of science. Critical examination of historical concepts and theories in marketing.
- 911 Seminar in Marketing Strategy and Competition**
Fall of odd years. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 911
Strategic marketing and planning. How marketing concepts, tools, and processes can be used to help an organization develop a sustainable competitive advantage through the creation of superior customer value.
- 912 Seminar in Buyer Behavior**
Spring of even years. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 912
Organizational and consumer behavior and their relationship to marketing strategy. Attitudes, information processing, decision making, and attribution theory. Methodological tools appropriate for analyzing buyer behavior such as conjoint analysis.
- 913 Seminar in Marketing Relationships**
Spring of even years. 3(3-0) P: MKT 908 and MKT 911 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 913
Interorganizational issues in marketing. Theoretical perspectives on marketing strategy issues from a micro competitive perspective. Integration of existing theories.
- 940 International Business Theory and Literature**
Fall of even years. 3(3-0) RB: MKT 860 or MKT 862 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 940
Theories explaining international business phenomena. Varying perspectives on international business activities, concepts, and frameworks. Survey of the extensive literature in the field.
- 941 International Business Research Methods**
Spring of odd years. 3(3-0) RB: MKT 940 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 941
Scientific methods of research on international business. Topics include cultural bias and organizing multi-country studies.
- 990 Independent Study**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to doctoral students. Approval of department; application required. SA: MSC 990
Intensive reading and research on topic of mutual interest to PhD student and faculty collaborator.
- 995 Directed Research Paper**
Fall, Spring, Summer. 1(1-0) RB: MKT 910 and MKT 911 and MKT 912 and MKT 907 and MKT 908 R: Open to doctoral students in the Department of Marketing. Approval of department; application required. SA: MSC 995
Production of research paper under the direction of a senior faculty member.
- 999 Doctoral Dissertation Research**
Fall, Spring, Summer. 1 to 9 credits. A student may earn a maximum of 72 credits in all enrollments for this course. SA: MSC 999
Doctoral dissertation research.