MARKETING

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 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. Searching 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 385 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 envisioning 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 marketing 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 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.

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 guerrilla 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 percep-tual 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 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 856.
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.

859 Venture Management Practicum
Spring. 3(1-6) 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) R: 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. 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) R: 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 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 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.