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. 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
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. 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 and open to students in the Food Industry Management Specialization. SA: MSC 351
Domestic and international retailing structure, environment, and development. Managerial strategy, location, purchasing, organizational, personnel, and promotional techniques. Retail budgeting and control. Social and ethical considerations.

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. SA: MSC 360
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.
analyses, and business and strategic planning. Forecasts, market potential, competition and cost 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 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. SA: ML 439, MTA 439

Entrepreneurship Capstone Experience
Fall, Spring. 3(3-0) P: MKT 355 or MGT 352 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 460

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

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

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.

Marketing Management
Spring. 2 to 3 credits. SA: MSC 805

Marketing Research for Decision Making
Spring. 1 to 3 credits. P: MBA 830 or approval of department R: Open to masters students in the Marketing Research major and 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 806

Consumer Insights
Fall. 1 to 3 credits. P: MBA 830 or MKT 805 or approval of department R: Open to masters students in the Marketing Research major and 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 807

Creative and theoretical concepts and processes for creating and growing markets.

Pricing, Profitability and Marketing Metrics
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 RB: Prior course in managerial accounting at any level. R: Open to masters 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.

Open Innovation Management
Fall. 1 to 3 credits. P: MKT 805 or MBA 830 or approval of department R: Open to masters students in the Marketing Research major and 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 810

Development of new products ideas for service firms and physical good manufacturers using voice of the customer approaches, leveraging ideas from channel partners, and from frontline employees. Fuzzy front end of the innovation process.

Brand Insights
Fall. 1.5(1.5-0) P: MBA 830 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 811

Strategy consumer and customer analysis, competitive brand analysis and brand planning.

Business Development and Sales Management
Fall. 1 to 3 credits. P: MBA 830 or MKT 805 or approval of department R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Managing the sales operation of the firm. Planning, implementing, and controlling the personal selling function. Analysis of sales territories. Management of recruitment, selection, training, and motivation of sales personnel. Evaluation of sales performance.

Market Domination Strategies
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 or approval of department R: Open to masters students in the Marketing Research major and open to MBA 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.

New Product Development and Portfolio Management
Fall. 1 to 3 credits. P: MKT 810 R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. New product development processes for service firms and physical good manufacturers. Execution of the product development stages and gates with a focus on concept testing, assessing project risks, and business case development.
821 Brand Strategy
Fall, 1.5(1.5-0) P: MKT 811 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Brand strategy analysis, planning and development.

822 Applications in Integrated Marketing Communication
Fall, 1.5(1.5-0) P: MKT 812 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Applications and experiential learning in integrated marketing communications. Developing and delivering effective and efficient integrated marketing communication strategies and tactics that enhance the value of the brand in a global environment.

829 Marketing Technology and Analytics
Summer. 3(3-0) P: MBA 820 or MKT 805 R: Open to students with credit in MKT 412. The collection and analysis of information from the web using contemporary web-based research techniques.

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 in Marketing
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Classroom and field experience on business consulting; defining scope of work, engagement management, and preparing deliverables.

858 Consulting Practicum in Corporate Entrepreneurship
Fall, Spring of odd years. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P: MBA 830 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. SA: MSC 856 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 Understanding and Assessing the Global Business Environment
Fall. 1.5(1.5-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 860 Fundamentals of the international business environment and their impact on a global organization’s operations.

861 Marketing Research Strategy and Analysis
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: (MKT 805 or concurrently) or (MBA 820 or concurrently) 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 861 Various topics in marketing research.

862 Global Marketing
Fall, Spring, Summer. 1.5(1.5-0) P: MBA 830 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 862 Marketing strategies for global market expansion, global marketing planning and marketing program execution.

864 Data Mining in Marketing
Spring. 1.5(1.5-0) P: MKT 806 and MKT 819 or approval of department RB: MKT 805 or MBA 830 R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Statistical and computer based techniques for exploring and exploiting very large data arrays as common to large scale marketing and marketing research projects. Introduction to Statistical Package for the Social Sciences (SPSS), Statistical Analysis System (SAS) and other computer packages. Immersion in database, warehouse and mart customer relationship management (CRM) configurations.

865 Emerging Topics in Business
Fall, Spring, Summer. 1.5(1.5-0) A student may earn a maximum of 6 credits in all enrollments for this course. RB: MBA 830 or MKT 805 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 865 Perspectives on new and emerging issues of business administration. Topics vary.

870 Global Business Strategy
Fall. 1.5(1.5-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Strategic issues in the management of the firm in the global environment. Competitive strategy development and implementation within and across functional areas.

872 Experiential Learning in Global Marketing Management
Fall, Spring. 1.5(1.5-0) P: MKT 862 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Classroom and field experience on global marketing planning and export marketing management, management of the marketing programs in global markets, defining the scope of work, and preparing deliverables.

884 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 or MKT 806 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. 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.