MKT—Marketing

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

230 The Entrepreneurial Mindset
Summer. 3(2-0) P: BUS 190 R: Not open to students in the Entrepreneurship Specialization.

231 VentureLaunch
Fall. 3(2-0) P: MKT 230
Creating a minimum viable product. Market testing. Building a basic business model. Developing and executing a launch plan.

300 Managerial Marketing
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 and not open to undergraduate students in the School of Hospitality Business. 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 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 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

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 or MKT 327) 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 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 and open to students in the Food Industry Management Specialization. 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 or MKT 327 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
Not open to students with credit in MGT 352.
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) R: 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.

380 Entrepreneurship: Planning, Modeling, and Adaptive Execution
Fall, Spring. 3(3-0) P: BUS 190 R: Open to students in the Entrepreneurship & Innovation Minor.
Strategies for successful entrepreneurship, custom development process, risk mitigation procedures, new product development process, adaptive execution, engaging the marketplace.

383 Sales Management
Fall, Spring. 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 or in the Applied Engineering Sciences major or in the Sales Communication Specialization or approval of department. SA: MSC 383

393 Introduction to International Business
Fall, Spring, Summer. 3(3-0) Fall: Abroad. Spring: Abroad. Summer: Abroad. Interdepartmental with Accounting and Finance and General Business and Business Law and Hospitality Management and Supply Chain Management. Administered by Marketing. R: Open to students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the School of Hospitality Business.
Introduction to the context of international business delivered on-site in foreign settings. Fundamental concepts and principles of globalization such as multinational corporations, foreign markets and economies, internal and external market transactions, international law, cultural influences, and multinational business strategies.

410 Product Innovation and Management
Fall, Spring. 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.
## Marketing—MKT

### 412 Marketing Technology and Analytics
Spring. 3(3-0) Interdepartmental with Information Technology Management. Administered by Marketing. P: (MKT 300 or MKT 327) 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 and open to masters students in the Marketing Research major. 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 or MKT 327) 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 or MKT 327) 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.

### 430 Key Account and Customer Relationship Management
Fall, Spring. 3(3-0) P: MKT 313 and COM 360 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. SA: MSC 430
Development and ongoing management of mutually profitable relationships with targeted customers. Account segmentation and penetration strategies. Principles and mechanics of customer relationship management, including the use of related technology. Consultative selling approaches to major accounts and complex enterprises, including business analysis and quantifiable substantiation of value proposition.

### 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 ((ABM 435 or FI 320) and completion of Tier I writing requirement) and ABM 303 R: Open to seniors. 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.

### 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 or MKT 352 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.

### 485 Entrepreneurship Practicum
Spring. 1(0-1) P: MKT 352 and BUS 190 R: Open to students in the Entrepreneurship & Innovation Minor. Engagement in entrepreneurial activities outside the classroom; such as conferences, pitch competitions, idea or startup camps, unpaid internships, and other events that provide students with real world experience.

### 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
On Demand. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: (MKT 300 or MKT 327) and (MKT 302 and MKT 319) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 491
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 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
Collection and analysis of marketing research data for marketing decision making. Focuses on marketing research methods for data collection and introductory data analysis.

### 807 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
Traditional and emerging research tools that organizations use to capture the voice of the customer. Application of behavioral science research in developing deep understanding of customers that can be used in developing marketing strategies, including segmentation, positioning, branding, advertising, customer satisfaction and loyalty.

### 808 Market Creation and Growth Strategies
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 or approval of department 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 and theoretical concepts and processes for creating and growing markets.

### 809 Pricing, Profitability and Marketing Metrics
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 R: 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. SA: MSC 809
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.

### 811 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
Brand strategy consumer and customer analysis, competitive brand analysis and brand planning.

### 812 Integrated Marketing Communication
Fall. 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 812
Concepts, frameworks, and leading-edge practices of integrated marketing communications (IMC), including traditional and digital media. Selection of appropriate media for the target audience and developing effective marketing communication campaigns that enhance the value of the brand.
816  Marketing Analysis  
Spring, 1 to 3 credits. P: MKT 806 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. Analysis of marketing data from a variety of sources for decision making. Use of statistical software to analyze marketing data. Scanner data, data mining, and web site metrics and analytics.

817  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.

818  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 Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Creative and theoretical concepts and processes for establishing leadership positions in mature markets.

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 perceptive mapping, multiple regression, cluster analysis, multidimensional scaling, discriminant analysis, conjoint analysis, and factor analysis.

820  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 graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Not 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. SA: MSC 856 Consulting Practicum in Corporate Entrepreneurship; 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. 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 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  Understanding and Assessing the Global Business Environment  
Fall, 1 to 3 credits. R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. 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, 1 to 3 credits. P: MBA 830 or MKT 805 or approval of department R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Marketing strategies for global market expansion, global marketing planning and marketing program execution.

864  Data Mining in Marketing  
Spring, 1 to 3 credits. P: MKT 806 and MKT 819 or approval of department RB: MKT 805 or MBA 830 R: Open to masters students in the Business Analytics Major or 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 864 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 to 3 credits. 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, 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  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.

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.

908  Marketing Analytic Decision Models
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 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; application required; 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.