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 International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. Inter-national 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 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.

321 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 321 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(3-0) P: MKT 300 or MKT 327 or BUS 190 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.

356 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.

380 Entrepreneurship: Planning, Modeling, and Adaptive Execution
Fall, Spring. 3(3-0) P: BUS 190 R: Open to students in the Entrepreneurship and Innovation Minor. Strategies for successful entrepreneurship, customer 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 313 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 and open to juniors or seniors in the Sales Leadership Minor 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.

393 Introduction to International Business
Fall, Spring. 3(3-0) R: Open to undergraduate students in the Sales Leadership Minor or approval of department. SA: MSC 393 and Adaptive Execution
Fall, Spring. 3(3-0) P: BUS 190 R: Open to juniors or seniors 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. 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 master's 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
Fall, Spring. 3(3-0) P: (MKT 300 or MKT 327 or BUS 190) and (MKT 317 or approval of department) R: Open to seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Entrepreneurship and Innovation Minor. 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 seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. 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 (CAM 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: BUS 190 or MGT 352 R: Open to students in the Entrepreneurship and Innovation Minor. 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 and 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. 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, marketing opportunity detection, 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 master's 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 master’s 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. 3(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 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.

810 Open Innovation Management
Fall. 1 to 3 credits. P: MKT 805 or MBA 830 or approval of department R: Open to master’s 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.

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. 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.
Cross Cultural Understanding
Fall, Spring, Summer. 1 to 3 credits. RB: First degree in business related subject or graduate with several years’ work experience at managerial level R: Not open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Approval of department.

Marketing Analysis
Spring. 1 to 3 credits. P: MKT 806 R: Open to master’s 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.

Business Development and Sales Management
Fall. 1 to 3 credits. P: MBA 830 or MKT 805 or approval of department R: Open to master’s 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.

Market Domination 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.

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.

New Product Development and Portfolio Management
Fall. 1 to 3 credits. P: MKT 810 R: Open to master’s 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.

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.

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.

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.

Seminar in Social Marketing
Spring. 3(3-0) Interdepartmental with 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.

International Marketing
Fall. 1 to 3 credits. R: Open to master’s students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Influence of culture, time and distance on marketing decisions. How macro-environmental knowledge influences micro-environment decision-making.

Global Value Chains
Fall. 1 to 3 credits. R: Open to students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. Business decision-making related to global supply chains.
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. Strategic issues in the management of the firm in the global environment. Competitive strategy development and implementation within and across functional areas.

Experiential Learning in Global Marketing Management
Fall, Spring. 1.5(1.5-0) P: MKT 862 R: Open to graduate 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.

International Business Field Study
Fall, Spring, Summer. 1 to 3 credits. R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Practical application of materials in the Master of Science in International Business program.

Marketing Management
Summer. 2(2-0) R: Open to master’s 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.

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.

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 master’s 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. 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.

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 or approval of department. SA: MSC 895 Perspectives on new and emerging issues of business administration. Topics vary.

Research Design 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. Professional research standards. Presentation of research, evaluation of research, and professional research standards.

Research Design in Marketing
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. SA: MSC 907 Professional research standards. Presentation of research, evaluation of research, and professional research standards. Advanced statistical methods in marketing. Structural equations modeling, agent based models, and panel design methods. Sources and uses of secondary data.

Statistical Models in Marketing
Fall of even years. 3(3-0) P: MKT 906 and MKT 914 R: Open to doctoral students in the Department of Marketing, SA: MSC 907 Statistical Models in Marketing. Formulation of hypotheses, concepts of measurement, and quantitative methods.

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 and open to doctoral students in the College of Communication Arts and Sciences or approval of department; application required. SA: MSC 908 Applications of marketing decision models in new product development, pricing, distribution, advertising, and sales promotion.

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.

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.

Seminars in Marketing
Fall, Spring, Summer. 1 to 3 credits. P: MKT 860 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Commercial, economic, cultural, and political aspects of global environments. Exposure to leading executives and government representatives of major trading partners. Develop a comparative framework for competitive strategy in a multi-country context. Field Trip required.

Special Topics in Marketing
Fall. Spring. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students in the Marketing Research major or approval of department. Special topics in marketing.