317 Quantitative Business Research Methods
Fall, Spring, Summer. 3(3-0) Interdepartmental with Statistics and Probability. Administered by Marketing. P: STT 200 or STT 201 or STT 315 R: Open to sophomores or juniors or seniors in the Accounting major or in the Business - Admitted major or in the Finance Major or in the Human Resource Management Major or in the Management Major or in the Supply Chain Management Major or in the Marketing Major or 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 Customer and Market Insights
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 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 and not open to students in the Accounting major or in the Business - Admitted major or in the Business-Precision major or in the Finance Major or in the Hospitality Business Major or in the Human Resource Management Major or in the Management Major or in the Marketing Major or in the Supply Chain Management Major. 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.

335 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 335
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 juniors or seniors 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.
## MKT—Marketing

### 412 Digital Marketing
Spring. 3(3-0) Interdepartmental with Information Technology 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. SA: MSC 412

Theoretical foundation of digital marketing. Recent tactics, applications, and trends in the online marketplace. Basics of online marketing communications, search engine marketing, social media marketing, and web analytics.

### 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 & 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 juniors or 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 Strategic Management for Food and Agribusiness Firms (W)
Fall, Spring. 3(4-0) Interdepartmental with Food Industry Management. Administered by Food Industry Management. P: (FIM 220) and (ABM 130 or ABM 435 or FI 320 or ABM 303 or EC 301 or approval of department) R: Open to seniors.

Principles and techniques for analyzing and implementing business and strategy. Approaches to identifying and managing strategic problems. Application to firms in the food and agribusiness industries. Capstone project.

### 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 & Innovation Minor. SA: MSC 480


### 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
Fall, Spring. 1.5(1.5-0) 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, 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 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.

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.

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 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.
815 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.
The world is a global market place in which all businesses are striving to identify new customers in new markets. Understanding a large variety of overseas market needs, social norms and the way “business is done” is vital to every managers’ success. The course offers knowledge of global cultural differences, their impact on business and personal behavior and most importantly, and strategies for successful global business relations. This course will enable students to understand how to adapt to different cultures and business norms throughout the world.

816 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.
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 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.

818 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.
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: segmentation and consumer choice using multivariate statistics, including perceptual 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 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.
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 integrated marketing communication strategies and tactics that enhance the value of the brand in a global environment.

829 Digital Marketing
Spring. Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. 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.
Fundamentals of online marketplace. Analysis of online consumer behavior and corporate digital marketing strategy, including online advertisement, search engine marketing, and social media strategy. Introduction to web analytic tools, online advertising platforms and social media analysis tools.

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.

839 Experiential Learning in Digital Marketing
Spring. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. P: MBA 820 or approval of department R: Open to MBA students or approval of department.
Classroom and field experience in digital marketing with a focus on the development, assessment, and optimization of paid search campaigns. Problem recognition, strategy development, deployment, assessment, revision, client report.

842 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-environment knowledge influences micro-environment decision-making.

843 International Marketing Research
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master’s students in the Marketing Research major or approval of department.
International research from various elements of the marketing research process. Globalization, the research planning process (business problem and research objectives identification), research design. International qualitative/quantitative approaches, analysis, reporting/storytelling, and assessment of various global regions.

852 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.

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 master’s students in the Marketing Research major and open to MBA students in the El Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 856
Classroom and field experience on business consulting: defining scope of work, engagement management, and preparing deliverables.

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 startup, 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 concurrent in the Eli Broad College of Business) 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. 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. R: 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 explaining 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. R: 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.

867 Sampling and Research Design
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master's students in the Marketing Research major or approval of department. Experimental design, survey/questionnaire design, sampling, and data collection in marketing.

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.

871 New Product and Service Research
Fall, 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to master's students in the Marketing Research Major or approval of department. Innovation and new product development. Explicit focus on techniques for researching new product concepts and driving innovation.

872 Experiential Learning in Global Marketing Management
Fall, Spring. 1.5(1-0.5) 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.

882 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.

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. R: MBA 820 or MKT 805 R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Marketing Research Major or approval of department. SA: MSC 890
Faculty supervised independent study

891 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.

894 The Global Marketplace
Fall, Spring, Summer. 1 to 3 credits. P: MKT 860 R: Open to graduate 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.

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: MKT 906 and MKT 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.

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 912
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) P: 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.
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 36 credits in all enrollments for this course. SA: MSC 999
Doctoral dissertation research.