

MARKETING

MKT

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

250 Business Communication: Oral and Written Skills

Fall, Spring, Summer. 3(3-0) P: Completion of Tier I Writing Requirement R: Open to undergraduate students in the Business - Admitted major. SA: MGT 250

Communication skills including use of digital media, delivery mechanics, persuasive speaking, and preparation of executive briefs, memos, email messages.

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 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. SA: MSC 302

Application of consumer behavior principles to customer satisfaction, market planning, and marketing mix decisions. Ethical, diversity, and international issues.

310 International Business

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the Accounting major or in the Business - Admitted 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 Supply Chain Management Major or in the Marketing Major or in the Applied Engineering Sciences Major. SA: MSC 310

International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. International business transactions and entry strategies.

313 Consultative Selling

Fall, Spring, Summer. 3(3-0) R: Open to sophomores or juniors or seniors 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 Market Analytics

Fall, Spring, Summer. 3(3-0) Interdepartmental with Statistics and Probability. Administered by Marketing. P: STT 200 or STT 201 or STT 315 or STT 351 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

Descriptive and predictive market analytics. Applications of analytics to real-world business decisions. Assessment and manipulation of large datasets. Application of statistical techniques to convert data into useable information. Communication of findings in a meaningful way.

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-Preference 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.

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 Entrepreneurial Marketing

Fall, Spring. 3(3-0) P: MKT 300 or MKT 327 or ESHP 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.

360 Advanced Sales Communication

Fall, Spring. 3(3-0) Interdepartmental with Advertising and Communication. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.

Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

383 Sales Management

Fall, Spring. 3(3-0) P: (MKT 300 or MKT 327) and (MKT 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, Summer. 3(3-0) Fall: Abroad. Spring: Abroad. Summer: Abroad. Interdepartmental with Accounting and Finance and General Business and Business Law and Hospitality Business and 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. 3(3-0) P: (MKT 300 or MKT 327) and (MKT 317 or concurrently) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 410

Analytic, decision-making, and planning concepts and tools available to product managers. New product policy and development, organizational issues, and product modification and deletion.

412 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.

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- 415 International Marketing**
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 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to juniors or seniors in the Sales Leadership Minor.
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 identify and manage 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.
- 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, 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 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.
- 809 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 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, the impact they have 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.
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.
- 819 Predictive Analytics**
Fall, Spring. 1 to 3 credits. P: MKT 816 RB: Previous coursework in marketing and marketing research. R: Open to students in the Master of Business Administration in Business Administration or in the Marketing Research major or approval of department.
Advanced quantitative methods for marketing research. Focuses on marketing research for understanding and predicting sales and related marketing variables. Includes multiple regression, logistic regression, time series, and neural network modeling. Emphasis on applications of these techniques using statistical analysis software.
- 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 and efficient integrated marketing communication strategies and tactics that enhance the value of the brand in a global environment.
- 823 Applications in Predictive Analytics**
Fall. 1 to 3 credits. P: MKT 819 RB: Previous coursework in marketing, marketing research, and predictive models used in marketing R: Open to MBA 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.
Advanced quantitative methods for marketing research. Focuses on marketing research methods for enhancing predictive models in marketing research. Includes multivariate statistical methods such as factor analysis, cluster analysis, multidimensional scaling, conjoint analysis, and other approaches. Emphasis on applications of these techniques using statistical analysis software.
- 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-environmental 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.
- 854 Database Marketing: Analysis for Profitability**
Spring. 1 to 3 credits. P: MKT 823 or approval of department RB: MKT 805 or MBA 830 R: Open to master's students in the Master of Business Administration in Business Administration or in the Marketing Research major.
Profits from marketing databases, strategic issues in database marketing, customer lifetime value, database marketing tools and statistics, customer management, and using databases in managing the marketing mix.
- 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 Eli 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 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.

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- 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 for Marketing**
Spring. 1 to 3 credits. P: MKT 854 or approval of department RB: MKT 805 or MBA 830 R: Open to students in the Master of Business Administration in Business Administration or in the Marketing Research major or approval of department.
Statistical and computer-based techniques for exploring and understanding very large data arrays in large-scale marketing research projects. Understanding how advanced computer technology, large databases, and statistical methods such as predictive and classification models work together to generate new insights into marketing strategy issues. Emphasis on applications of using statistical analysis software.
- 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.
- 867 Sampling and Research Design**
Fall, Spring. 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(1.5-0) 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.
- 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. RB: 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: 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.

- 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.