

## MARKETING

## MKT

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

**300 Managerial Marketing (I)**

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 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 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. International business transactions and entry strategies.

**313 Personal Selling and Buying Processes**

Fall, Spring. 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 open to juniors or seniors in the Sales Communication Specialization. SA: MSC 313

The nature of channel relationships. Buying behavior and sales processes. Applications to differing industries and kinds of channel relationships.

**317 Quantitative Business Research Methods**

Fall, Spring, Summer. 3(3-1) 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. 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 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 provide a customer orientation.

**327 Introduction to Marketing**

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors and open to students in the James Madison College or in the Advertising major or in the Agribusiness Management major or in the Agribusiness Management Specialization or in the Communication major or in the Computer Science major or in the Construction Management major or in the Economics major or in the Food Industry Management Specialization or in the Food Industry Management major or in the Interdisciplinary Studies in Social Science-Human Resources and Society major or in the Interdisciplinary Studies in Social Science major or in the Journalism major or in the Media and Communication Technology major or in the Media Arts and Technology major or in the Packaging major or in the Park, Recreation and Tourism Resources major or in the Retailing major or in the Security Management Specialization or in the Technology Systems Management major and open to juniors or seniors in the College of Engineering or in the Applied Engineering Sciences major. SA: MSC 327 Not open to students with credit in MKT 300.

Survey of marketing topics - 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. 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 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 317 or concurrently 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 or in the Sales Communication Specialization 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.

**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 Marketing Technology and Analytics**

Spring. 3(3-0) Interdepartmental with Information Technology Management. Administered by Marketing. P: MKT 300 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 or in the Information Technology Specialization. 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 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 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.

## Marketing—MKT

- 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 completion of Tier I writing requirement R: Open to seniors. SA: ML 439, MTA 439  
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 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.
- 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**  
Spring of odd years. 3(3-0) P: MKT 300 and MKT 319 and MKT 302 or approval of department; application required R: Open to seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required.  
Special topics in marketing management or marketing research of unusual scope or timeliness.
- 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 Analysis**  
Spring. 3(3-0) P: MBA 820 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Business Administration or approval of department. SA: MSC 806  
Analysis of data gathered for strategic and tactical marketing decisions from a variety of sources. Traditional and internet marketing research methods, statistical analysis software, sales forecasting, data mining techniques, scanner data and analysis, Web site traffic metrics and analysis.
- 807 Customer-Driven Strategies**  
Fall. 3(3-0) P: MBA 820 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 807  
Theories and models of consumer and business buyer behavior. Research tools that organizations use to listen to the voice of the customer. Use of qualitative data in formulating marketing strategies. Market orientation, segmentation, customer value based pricing, personal selling and sales management, branding, customer satisfaction measurement, and developing customer loyalty.
- 808 Market Creation, Growth, and Domination**  
Spring. 3(3-0) P: MBA 820 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 808  
Creative, outside-the-box, and theoretical concepts and processes for creating markets, growing markets, and establishing leadership positions in mature markets.
- 809 Pricing, Profitability and Marketing Metrics**  
Spring. 3(3-0) P: MBA 820 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. Design of effective and efficient metrics for control of marketing operations.
- 810 Innovating and Launching Products and Services**  
Fall. 3(3-0) P: MKT 805 or MBA 820 or approval of department R: Open to masters students or MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Department of Marketing or approval of department. SA: MSC 810  
New product and service management for competitive-intensive firms. Creating new product and services ideas using voice of customer as well as creative-inventive paradigms. Managing cross-functional teams. Developing and implementing innovation strategies. New product development regimes, service architecture approaches and launch strategies. Decision making in the context of innovation.
- 811 Brand Strategy**  
Fall. 3(3-0) P: MBA 820 R: Open to MBA students. SA: MSC 811  
Competitive brand development strategy, marketing analysis, and marketing planning. Simulating marketing and product decisions in globally competitive market environments. Development and execution of marketing and branding strategy and plans for a high technology firm.
- 812 Integrated Marketing Communications**  
Fall. 3(3-0) P: MBA 820 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.  
Theories, principles, and leading-edge practices of integrated marketing communications (IMC) which includes advertising, promotion, public relations, internal marketing, direct marketing, e-marketing and guerilla marketing. IMC development, planning, delivery, and content management.
- 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 perceptual mapping, multiple regression, cluster analysis, multidimensional scaling, discriminant analysis, conjoint analysis, and factor analysis.
- 856 Consulting Practicum For Emerging Firms**  
Fall, Spring. 3(1-6) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 856  
Classroom and field experience on business consulting, defining marketing intangibles, defining scope of work, engagement management, and preparing deliverables for entrepreneurial firms. Topics include small business market research tools, marketing planning, financial management and growth management.
- 858 Corporate Entrepreneurship**  
Fall, Spring of odd years. 3(3-0) P: MBA 820 or concurrently R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. 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 International Business**  
Fall. 3(3-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 860  
Management of the firm in the multinational environment. Assessment of international modes of operations, markets, financial strategies, services, and resources. Competitive strategy.
- 861 Marketing Research Strategy and Analysis**  
Spring. 1 to 6 credits. P: MKT 805 or MBA 820 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 861  
Design, management, and integration of market research into marketing management and decision structures. Interrelationships between marketing information structures and knowledge management within the firm and business intelligence. Design, implementation, and analysis to achieve effective and efficient marketing decisions and operations.
- 862 Global Marketing**  
Fall, Spring. 3(3-0) P: MBA 820 or MKT 805 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 862  
Marketing strategies for international expansion. Global marketing planning, market selection, timing, modes of entry, and the marketing activities necessary for global marketing expansion.
- 865 Emerging Topics in Business**  
Spring. 3(3-0) RB: MBA 820 or MKT 805 R: Open to graduate students. Approval of department. SA: MSC 865  
Perspectives on new and emerging issues of business administration. Topics vary.
- 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.
- 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 SA: MSC 890  
Faculty supervised independent study
- 902 Pro-seminar in Marketing**  
Fall. 1 to 3 credits. R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 902  
Presentation of research, evaluation of research, and professional research standards.
- 905 Research Design in Marketing**  
Fall of odd years. 3(3-0) P: MGT 906 and MGT 914 R: Open to doctoral students in the Department of Marketing. SA: MSC 905  
Research concepts and scientific methods for the study of marketing. Formulation of hypotheses, concepts of measurement, and quantitative methods.
- 907 Causal 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.
- 908 Marketing Analytic Decision Models**  
Fall. 3(3-0) RB: MKT 910 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 908  
Applications of marketing decision models in new product development, pricing, distribution, advertising, and sales promotion.
- 910 Marketing Theory and Critical Analysis**  
Fall. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 910  
Marketing thought in the evolution of marketing. Special emphasis on philosophy of science. Critical examination of historical concepts and theories in marketing.
- 911 Seminar in Marketing Strategy and Competition**  
Fall of odd years. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 911  
Strategic marketing and planning. How marketing concepts, tools, and processes can be used to help an organization develop a sustainable competitive advantage through the creation of superior customer value.
- 912 Seminar in Buyer Behavior**  
Spring of even years. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 912  
Organizational and consumer behavior and their relationship to marketing strategy. Attitudes, information processing, decision making, and attribution theory. Methodological tools appropriate for analyzing buyer behavior such as conjoint analysis.
- 913 Seminar in Marketing Relationships**  
Spring of even years. 3(3-0) P: MKT 908 and MKT 911 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 913  
Interorganizational issues in marketing. Theoretical perspectives on marketing strategy issues from a micro competitive perspective. Integration of existing theories.
- 940 International Business Theory and Literature**  
Fall of even years. 3(3-0) RB: MKT 860 or MKT 862 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 940  
Theories explaining international business phenomena. Varying perspectives on international business activities, concepts, and frameworks. Survey of the extensive literature in the field.
- 941 International Business Research Methods**  
Spring of odd years. 3(3-0) RB: MKT 940 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 941  
Scientific methods of research on international business. Topics include cultural bias and organizing multi-country studies.
- 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 72 credits in all enrollments for this course. SA: MSC 999  
Doctoral dissertation research.