Marketing (MKT) - Graduate Courses

Courses

MKT 700 Cr.2
Marketing Principles
Marketing is the business function that identifies customer needs and wants, determines which target markets the organization can best serve, and designs appropriate products and services to serve those markets. The goal of marketing is to create customer satisfaction profitably by building value-laden relationships with customers. The goal of this course is to develop students’ analytical ability and managerial perspective in the planning of comprehensive marketing programs. This course is an internet MBA foundation course. Offered Annually.

MKT 745 Cr.3
International Marketing: Environment and Operations
An advanced examination and analysis of the legal, political, economic and cultural factors influencing the marketing of goods and services abroad. Special emphasis will be placed upon the complexity of foreign operations through the formulation, negotiation and implementation of strategic marketing decisions for overseas markets. (Not open for credit to students who have completed or who are enrolled in MKT 341.) Offered Occasionally.

MKT 749 Cr.3
Seminar in Marketing
An advanced course in marketing devoted to the exploration of new developments in marketing theory and investigation of marketing problems. Offered Occasionally.

MKT 797 Cr.1-3
Independent Study
Individual reading or research under the guidance of a staff member. Registration with consent of the student’s regular adviser, the instructor, and the department chairperson. Approval form available in the office of the Dean of the College of Business Administration. Form must be completed prior to registration. Repeatable for credit - maximum three. Prerequisite: admission to the MBA Program with a minimum 3.50 cum GPA; completed a minimum of 21 credits in the MBA Program. Maximum of three credits of independent study in any combination of ACC 797, ECO 797, FIN 797, MGT 797 and MKT 797. Consent of instructor. Offered Annually.