

# MARKETING

## College of Business

Interim Dean: Dr. Yim-Yu Wong

### Department of Marketing

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Chair: Dr. Foo Nin Ho

Undergraduate Advisors: Bhat, Damangir, Ho, Ho-Dac, Hussain, Kumar, O'Donnell, Papyrina, Robertson, Sengupta, Sinapuelas, Strelbel, Tumbat, Wang

### Professor

SUBODH BHAT (1993), *Professor of Marketing*; B.Com. (1980), M.Com. (1983), Bombay; Ph.D. (1992), University of Georgia.

FOO NIN HO (1993), *Professor of Marketing*; B.S. (1985), College of the Ozarks; M.B.A. (1987), University of Central Arkansas; Ph.D. (1993), University of Mississippi.

KATHLEEN A. O'DONNELL (1995), *Professor of Marketing*; B.A. (1980), M.B.A. (1987), Miami University of Ohio; Ph.D. (1995), Kent State University.

SANJIT SENGUPTA (1996), *Professor of Marketing*; B.T. (1980), Indian Institute of Technology, Kanpur; M.M.S. (1982), University of Bombay, India; Ph.D. (1990), University of California, Berkeley.

JUDI E. STREBEL (2000), *Professor of Marketing*; B.A., M.S. (1986), University of California, Davis; Ph.D. (1997), University of California, Berkeley.

GULNUR TUMBAT (2005), *Professor of Marketing*; B.S. (1996), M.S. (1999), Middle East Technical University, Turkey; M.B.A. (1999), Bilkent University, Turkey; Ph.D. (2005), University of Utah.

HUI-MING (DEANNA) WANG (2005), *Professor of Marketing*; B.S. (1991), National Taiwan University, Taiwan; M.S. (1994), Stanford University; Ph.D. (2003), Purdue University.

### Associate Professor

MAHMOOD HUSSAIN (2002), *Associate Professor of Marketing*; B.S., M.B.A. (1985), University of Dhaka; M.A. (1994), University of Hawaii; Ph.D. (2000), University of Colorado.

MINU KUMAR (2007), *Associate Professor of Marketing*; B.S. (1996), Bangalore University, Bangalore, M.B.A (2002), Ph.D. (2008), University of Mississippi.

VERONIKA PAPYRINA (2007), *Associate Professor of Marketing*; B.S. (1994), M.S. (1994), Moscow State University; Ph.D. (2007), University of Western Ontario.

BRUCE ROBERTSON (2001), *Associate Professor of Marketing*; B.B.A., M.B.A. (1996), University of Toledo; Ph.D. (2000), University of Cincinnati.

IAN SINAPUELAS (2007), *Associate Professor of Marketing*; B.S. (1995), Ateneo de Manila University, Quezon City, Philippines; M.S. (2001), Purdue University, Ph.D. (2007), Purdue University.

### Assistant Professor

SINA DAMANGIR (2014), *Assistant Professor of Marketing*; B.S. (2006), M.B.A. (2009), Sharif University of Technology; Ph.D. (2014), University of Houston.

NGA HO-DAC (2014), *Assistant Professor of Marketing*; B.E. (1998), Ho Chi Minh City University of Technology; M.B.A (2001), Asian Institute of Technology; Ph.D. (2012), University of Utah.

### Lecturer

ROBERT STRONG (1993), *Lecturer in Marketing*; B.S. (1986), M.B.A. (1990), San Francisco State University.

### Major

- [Bachelor of Science in Business Administration: Concentration in Marketing](#)

### Minor

- [Minor in Marketing](#)

### Certificate

- [Graduate Certificate in Marketing in the Digital Economy](#)

#### MKTG 431 Principles of Marketing (Units: 3)

Prerequisite: Restricted to students with upper-division standing.

Introduction to marketing principles and functions designed to satisfy an organization's target markets by offering an appropriate marketing mix consisting of product, price, place and promotion in domestic and international settings.

#### MKTG 432 Public Relations (Units: 3)

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Communication, attitudes, opinion, ethical conduct, and responsible social performance as foundations of effective public relations. Relevant current events and public relations programs. Models for analysis and practice. Philosophical, historical, and environmental influences.

#### MKTG 433 Personal Selling (Units: 3)

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Psychological factors underlying prospect behavior from initial recognition of need to final purchase of products and services.

#### MKTG 434 Advertising Theory and Practice (Units: 3)

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Economic aspects of advertising; selection of media, testing effectiveness; organization for carrying out advertising activities, principles, and procedures.

#### MKTG 436 Retail Management (Units: 3)

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Organization of a single-unit and multi-unit retail institution. Operational problems: location, layout, merchandise handling, customer service, protection, and expense control.

**MKTG 440 Advertising Creativity and Production (Units: 3)**

Prerequisites: Restricted to Marketing majors and minors; MKTG 434 and MKTG 632 with grades of C or better.

Creation and production of advertising for different clients. Strategy and creative development with production for a variety of media. Lecture, 2 units; activity, 1 unit. [CSL may be available]

**MKTG 441 Business to Business Marketing (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Transaction channels through which goods and services are sold and purchased. Roles of marketing channel members and intermediaries.

**MKTG 443 Sales Promotion and Publicity (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Introduction to the theories and practice of sales promotion and publicity. Consumer behavior, foundations of sales promotions, manufacturer and retailer sales promotion planning; types of trade and consumer sales promotions. (Plus-minus letter grade only)

**MKTG 469 Digital Marketing (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Overview of digital technologies and networks and their applications for marketing to consumers and businesses. Study of best practices on the use of web, social media and mobile marketing by businesses, government and non-profit organizations. Exploration, analysis and assessment of the effectiveness of digital marketing campaigns.

**MKTG 567 Internship in Marketing (Units: 3)**

Prerequisites: Restricted to marketing majors; MKTG 431; consent of instructor, department chair, and appropriate employment.

Experience in a business field. Principles, theory, and practice applied to real situations. Major report required. May be repeated for a total of 6 units.

**MKTG 569 Digital Marketing Integration (Units: 3)**

Prerequisites: Restricted to upper-division Marketing majors and minors; MKTG 431\* and MKTG 469\*; or consent of the instructor.

Use of digital marketing tools and techniques including advertising, content marketing, websites, search engine marketing, social media marketing, email marketing, and mobile marketing to create an integrated digital marketing platform to improve effectiveness and efficiency. (Plus-minus letter grade only)

**MKTG 632 Marketing Research (Units: 3)**

Prerequisites: Restricted to Marketing majors; DS 212, MKTG 431, and ISYS 263. (ISYS 263 may be satisfied by passing the waiver exam in basic computer proficiency and information systems. Students in other majors admitted on a space-available basis.)

Research design and methodology. Analyze, evaluate, and utilize marketing research findings. Use of case method and computer applications to make marketing decisions.

**MKTG 633 Consumer Behavior (Units: 3)**

Prerequisites: Restricted to Marketing majors; MKTG 431. Students in other majors admitted on a space-available basis.

Behavioral models explore consumer needs and motivation incorporating psychological theory applied to personality traits, learning, perception, symbolism and communications, social influences and understanding consumer behavior.

**MKTG 637 Sales Management (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Role of sales managers in line and staff planning. Selection, organization, supervision, compensation, and motivation of the sales force. Coordination of sales with other marketing functions. Measuring the sales manager's contribution to profitable operations.

**MKTG 644 Services Marketing (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Recognizing the importance of services in the global economy, this course provides theory, frameworks and tools for addressing the unique challenge of marketing in industries such as banks, healthcare, transportation and entertainment.

**MKTG 647 Organizational Reputation Management and Communication (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Assessment and management of reputational risks stemming from behavior of senior executives or employees, failures in safety, accidents, rumors, etc. Focus on the communication strategies and tactics to rebuild trust and restore organizational regulation.

**MKTG 649 Marketing Management (Units: 3)**

Prerequisites: Restricted to Marketing majors; MKTG 632 and MKTG 633. Students in other majors admitted on a space-available basis.

Planning, organizing, integrating, and measuring the total marketing plan. Problems of managing the marketing function. Managerial supervision and control of marketing.

**MKTG 660 Marketing Analytics (Units: 3)**

Prerequisites: Restricted to marketing major; MKTG 632 with a grade of C-.

Examination of techniques to manipulate, visualize, and analyze secondary data to address a variety of marketing issues in areas such as segmentation, customer relationship management, advertising, and digital marketing through hands-on experience using case studies and real-world marketing data.

**MKTG 675 Brand Management (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Examination of the theories, concepts, principles and strategies necessary to manage brands in the marketplace.

**MKTG 680 International Marketing Management (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Environmental factors affecting world marketing management; consumer and industrial products market patterns; establishing channels of distribution; management of marketing functions including communication, pricing, product policy, promotion, financing, and logistics.

**MKTG 688 New Product Management Seminar (Units: 3)**

Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Product and innovation management for creating, developing, and commercializing new products and innovations. Emphasizes the importance of creativity, innovativeness, and entrepreneurship as the sources of new products and new venture businesses. (Plus-minus letter grade only)

**MKTG 689 New Product Marketing and Launch (Units: 3)**

Prerequisites: Restricted to Marketing majors; MKTG 431, MKTG 688; or consent of instructor.

Students use consumer insights to refine existing product concepts, develop branding elements, forecast sales, determine the Net Present Value, and develop a Marketing Plan. The Marketing Plan will involve pricing, promotion (advertising, sales, public relations, and social media), and retailing components. (Plus-minus letter grade only)

**MKTG 699 Independent Study (Units: 1-3)**

Prerequisite: Consent of the instructor, adviser, and department chair; open only to students who have demonstrated the ability to work independently.

Intensive problem analysis under the direction of a marketing faculty member. [CSL may be available]

**MKTG 820 Digital Marketing (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

The use of digital marketing tools and techniques such as websites, online advertising, search engine marketing, social media, mobile marketing, content marketing, and email marketing to acquire, convert, retain, and grow customers. The marketing approach in the course is data-driven. (Plus-minus AB/NC)

**MKTG 860 Strategic Marketing (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Survey of marketing strategy focusing on the development of marketing plans for product markets, including analyses of external, competitive, customer and internal environments, target market selection, statement of differentiation and positioning, product, pricing, communication and promotion. (Plus-minus letter grade)

**MKTG 861 Consumer Behavior Seminar (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Psychology and social sciences' contribution to understanding and predicting consumer behavior. Theories of motivation, clinical and statistical approaches to the analysis of motivation, systems and models in predicting consumer response, and applications in advertising and personal selling. (Plus-minus letter grade only)

**MKTG 862 Seminar in Advertising (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Influence and communication forces of advertising in light of changing economic, social and governmental conditions; quantitative aspects of advertising problems. (Plus-minus letter grade)

**MKTG 864 Seminar in Marketing Research (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Review basic research process and design; introduction to advanced topics in marketing research including multivariate analysis techniques. Emphasis on application; extensive use of computer spreadsheet and statistical packages. (Plus-minus letter grade only)

**MKTG 867 Public Relations (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Management function that enables organizations to communicate with internal and external audiences to build and maintain mutually beneficial relations; ethical and legal issues in public and media relations. (Plus-minus letter grade only)

**MKTG 875 Brand Management (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Concepts, principles, theories and strategies used to manage brands in a competitive environment. (Plus-minus letter grade only)

**MKTG 880 Seminar in International Marketing Management (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

International market entry and expansion, organizing for world marketing management, financial and legal factors affecting world marketing management, world marketing strategy, and long-range planning and policy formulation. (Plus-minus letter grade only)

**MKTG 885 Marketing of High-Technology Products and Services (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

High-tech products and services are characterized by high levels of market, technology and competitor uncertainty. For such turbulent environments, this course will synthesize decision frameworks and strategies that reflect best-practices in the area of high-technology marketing. (Plus-minus letter grade only)

**MKTG 886 Seminar in Marketing Analytics (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.

Review of quantitative techniques to address strategic problems in marketing such as pricing, advertising, consumer choice modeling, customer relationship management, and assessing the effectiveness of marketing activities. Quantitative techniques covered include spreadsheet modeling, data visualization, optimization, multiple linear regression, and logistic regression. (Plus-minus letter grade only)

**MKTG 888 Product Development and Management (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 787.  
Graduate students in other majors admitted with the consent of the  
Faculty Director of Graduate Programs.

Identifies innovative marketing strategies, familiarizes students with  
product development and management processes for creating new  
products and bringing them to the market. Professional marketing plans  
for new or existing products. (Plus-minus letter grade only)

**MKTG 899 Independent Study (Units: 1-3)**

Prerequisites: Restricted to graduate Business students; consent of the  
instructor, advisor, and department chair; open only to graduate students  
who demonstrate the ability to work independently.

Intensive study of a particular problem under the direction of a marketing  
faculty member. (Plus-minus letter grade only) [CSL may be available]