MKTG 431 Principles of Marketing (Units: 3)
Prerequisite: 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. Classwork, 2 units; laboratory, 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 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 instructor, adviser, and department chair.

Intensive problem analysis under the direction of a marketing faculty member. Open only to upper division students who have demonstrated ability to do independent work. [CSL may be available]

MKTG 820 Digital Marketing (Units: 3)
Prerequisites: Graduate standing; BUS 787.

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 letter grade AB/NC)

MKTG 860 Strategic Marketing (Units: 3)
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors 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)
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors 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 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)
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors 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: BUS 782 and BUS 787. Restricted to graduate business student; graduate students in other majors 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 865 Seminar in International Marketing Management (Units: 3)
Prerequisite: Consent of instructor; adviser, and department chair.

Strategic 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)
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors 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)
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors 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)**
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors 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: BUS 787. Restricted to graduate business students; graduate students in other majors 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)**
Prerequisite: BUS 787. Restricted to graduate business student; graduate students in other majors with the consent of the Faculty Director of Graduate Programs.

Identifies innovative marketing strategies, familiarizes student 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)**
Prerequisite: Consent of instructor, adviser, and department chair.

Intensive study of a particular problem under the direction of a marketing faculty member. Open only to graduate students of demonstrated ability to do independent work. (Plus-minus letter grade only) [CSL may be available]