**MARKETING (GRADUATE) (MKGB)**

**MKGB 76AR. STRATEGIC PRICE MANAGEMENT. (3 Credits)**

This course focuses on the successes of prominent business families throughout South America. Students will learn about the successes and failures of these businesses while emphasizing the role of marketing in different South American countries. Students meet as a class several times prior to and after the study tour and will engage in independent studies, preparing students for a two-week trip to South America in March. The selection of readings, assignments, lectures, and films will be designed to ensure that students obtain a thorough understanding of the issues and opportunities involved in successful business development in South American countries. Students will travel throughout South America, including: Santiago Chile, Cordoba Argentina, Buenos Aires Argentina, Porto Alegre and Sao Paulo, Brazil. Students will meet as a class with local businesses, focusing on prominent business families, in order to learn first-hand about South American business. The class will also visit a variety of cultural and historical sites and will take classes while in these countries. The tour encourages students and faculty to share their observations and thoughts throughout the tour. Interested students should contact Fordham FAB at fordhamfab@gmail.com to seek admission to the study tour. Prerequisite: MKGB 6710.

**Attribute:** ABIB.

**Prerequisites:** MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

**MKGB 77AE. RETAIL STRATEGIES. (3 Credits)**

This course examines the retailers from the perspective of the entire firm, allowing students to integrate topics covered in other disciplines with new material specific to retailers’ challenges and tools. Topics covered include: retail strategy and branding; market, trading-area location analysis, consumer patronage behavior, demand and sales forecasting, merchandise planning and management, integrated retail communications, customer service, advertising, store image, pricing, and analysis of emerging forms of new retail competition. PREREQUISITE: MKGB-6710.

**Prerequisites:** MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

**MKGB 77AF. SERVICES MARKETING. (3 Credits)**

This course provides in-depth analysis of the unique challenges and opportunities in marketing services to consumers and businesses. Students learn to identify, create and develop winning services marketing strategies. Topics include positioning services in the marketplace, developing the right target market for service companies, buyer behavior and delivery of service quality in both consumer and business markets. Prerequisite: MKGB 6710.

**Prerequisites:** MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

**MKGB 77AG. STUDY TOUR:CUBA. (1.5 Credits)**

As European, Chinese, and Latin American firms build there, Cuba is looking for domestic models that will preserve its egalitarian tradition and its rich historic culture. In this study tour, through class meetings, assigned readings, guest speakers and visiting Cuba, students will learn about this unique culture and economy while it is faced with the challenges of a socialist economic system developing a budding entrepreneurial private sector.

**Prerequisites:** MKGB 6710 or MIGB 6710.
MKGB 77AH. THE ART OF SOCIAL BUSINESS. (3 Credits)
Social Media is not a technology, a tool, or a trend; it is a fundamentally new way for businesses to connect with all of the people that matter at an unprecedented scale. People have embraced social platforms faster than any other form of communication, forcing organizations to ultimately reconstruct their business models. The course will provide students with a foundation of new social business practices across different industries. It will introduce new concepts and theories on how to transform existing business structures or develop new models that are social and personalized at the core. Students will learn how all disciplines within companies, especially marketing and marketing-related functions, are now being socialized (e.g. Marketing, Advertising, New Product Development, HR, Finance, R&D, Operations, etc.) The course will also address how a company’s culture is impacted by creating more connectivity across employees and its customers. Specific areas that will be covered include: Brand and Media Management, Creative and Advertising, Data and Measurement, which will also touch upon consumer privacy. Course work will include readings, in-depth discussions, and three group projects. PREREQUISITE: MKGB-6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 77AI. INNOVATION IN BUS & ENERGY. (3 Credits)
The purpose of the course is to frame and critique opportunities for business to create innovations in energy systems. Consequently, the course will seek to induce the student to learn about energy systems in different parts of the world, as well as energy systems supporting different sectors of contemporary economies. This course will encourage students to think broadly, which should influence how to gather information and determine what information to gather as specifying context is key to understanding whether an innovation could be viable. Prerequisite: MKGB 6710.
Attribute: ABGS.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 77AJ. MARKETING LABORATORY. (3 Credits)
This course is based on a simulation to get students in virtual and simulated market environment for data driven, strategic marketing decisions. The Marketing laboratory (ML) presents a context rich environment, beginning with an initial scenario (some history), the teams work through plans, execution, and adaptation to the vagaries of an environment that changes as teams begin to pursue their various strategies, and opportunities to compete against, collaborate with, and even ignore other teams in the space. Prerequisite: MKGB 7730.
Prerequisite: MKGB 7730.

MKGB 77AK. MULTIPLATFORM ADVTG SALES. (3 Credits)
This course will apply to anyone interested in the Sales, Advertising, Marketing and Product Management professions. The content is designed to educate students on what it takes to be successful in today’s highly competitive and complex advertising sales profession. Students will be provided with an overview of multiplatform advertising properties including print, digital, social and TV, as well as analytics related to advertising sales and audience metrics. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 77AL. INNOV IN BUSINESS & ENERGY. (3 Credits)
This course aims to frame and critique opportunities for business to create innovations in energy systems. It discusses how contemporary energy systems have evolved and how energy infrastructures vary across regions of the world. It also examines how business decision makers can think about choices of energy and energy systems by encouraging students to think broadly in terms of innovation possibilities.
Attribute: ABGS.

MKGB 77AM. DIGITAL MARKETING. (3 Credits)
Digital Marketing is designed to provide students with a thorough knowledge of the digital marketing process. Throughout this course, students will be taught various digital marketing techniques and strategies so they have will have a strong knowledge base once this course is complete.
Prerequisites: MKGB 6710 or MIGB 6710.

MKGB 779A. CORPORATE ENVIRONMENT SUSTAINBLT. (3 Credits)
A study of corporate environmental sustainability. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779B. NEW VENTURE PRACTICM. (3 Credits)
This course develops the skills necessary to evaluate and create a new venture. You will learn how to sell the endeavor effectively through written and verbal presentations. This course will introduce you to the unique issues inherent to effectively evaluating business opportunities, as either an intrapreneur or entrepreneur… and as an investor, within start-ups or established companies. In today’s competitive environment, size of company does not define entrepreneurship. Companies like Apple Computer, FedEx and Wal-Mart have maintained excellent cultures of entrepreneurship despite decades of phenomenal growth. On the other hand, large companies usually find their most aggressive competitors to be start-ups. But the failure rate of start-ups is absurdly high. In this course, you will learn why Entrepreneurship is a form of Strategy. Prerequisite: MKGB 6710.
Attribute: ABEP.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779C. STUDY TOUR: MKTG IN BRITAIN. (3 Credits)
Study tour: London England Prerequisite: MKGB 6710.
Attribute: ABIB.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779E. ENTERTAINMENT MARKETING. (3 Credits)
A study of marketing in entertainment. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779F. MKT’G WONDERS/BLUNDLERS. (3 Credits)
This course requires each student to pick a firm / institution that developed a new product (good or service) or repositioned an existing product and then (a) achieved outstanding success or (b) scored no success with the marketing plan. The course requires several oral presentations as the student discovers the genesis of the new product and reports on the historic timeline of the product’s product life cycle, from introduction through growth, maturity, and decline (assuming growth occurred). Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.
MKGB 779G. STUDY TOUR: TURKISH/MIDDLE EAST. (3 Credits)
Study Tour: Istanbul Turkey Prerequisite: MKGB 6710.
Attribute: ABIB.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779J. QUALITATIVE RESEARCH METHODS. (3 Credits)
This course delves into the different qualitative research methods including one on one interviewing, triads, dyads, focus groups and ethnographies. We will also review the latest technological advancements in qualitative methodologies including, on-line bulletin boards, chat rooms, on-line communities and advanced strategy labs. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779K. SUSTAINABILITY MARKETING. (3 Credits)
A study of sustainability marketing. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779M. DATA-DRIVEN CASE STUDIES MKTG. (3 Credits)
A study of data driven case studies in marketing.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779N. SPORTS MARKETING. (3 Credits)
It is estimated that the sports industry generates over $200 billion a year in revenue and it is still growing. Sports products are more than just the sporting event, the athlete and the arena and now encompass items such as sporting goods and equipment, licensed merchandise and clothing lines, collectibles and memorabilia, personal training/fitness centers and health services, sports camps and instruction as well as sports information and media. In addition, sports products include the successful and strategic management of operations/facilities, overseeing revenues and investments as well as bringing events to the attention of the public through advertising, sales, promotion and sponsorships. This course is designed to provide the sport business student with an overview of the major marketing issues facing the sports industry. As one can see, this is a diverse and growing industry centered around THE ASSOCIATION OF SPORT. With this as a background, this course will focus on the industry, the market opportunities and strategies for seizing those opportunities. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779O. CORPORATE SUSTAINABILITY. (3 Credits)
This course is for students who want to understand how businesses incorporate environmental and socially responsible agendas into their management and marketing strategies. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779P. CUSTOMER RELATIONSHIP. (3 Credits)
A study of customer relationships. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779Q. CHINESE MINSET/MKKTG PRACTICE. (3 Credits)
A study of Chinese mindset. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779R. ENTREPRENEURSHIP/PHILANTHROPY. (3 Credits)
A study of entrepreneurship in marketing Prerequisite: MKGB 6710.
Attribute: ABEP.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779S. MKT'G EXECUTIVE OF THE FUTURE. (3 Credits)
Many have stated that the marketing executive is the new key figure. The continually changing business environment coupled with rapidly evolving marketing processes point to the critical need for well-trained marketing executives. The trends indicate that current marketing professionals and/or “practitioners of marketing” are and will be expected to carry on an even greater share of the responsibility of business growth and development in the future. As a result, the strategic development of the marketing executive who can not only improve the effectiveness of the marketing function but who can also meet the challenges of tomorrow has become more important, than ever before, in today's business paradigm. With this as a background, this course is interdisciplinary in nature and will explore multiple methods to develop the Marketing Executive of the Future from a business development, cultural, holistic, innovative, ethical, and fellowship perspective. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779T. MARKETING MGT & STRATEGY. (3 Credits)
Introducing the fundamental concepts and processes essential for marketing goods, and services in today's competitive environment. This course presents an integrated framework on how such strategic decision should be made. The course is anchored on three tools: Strategic Marketing Theory, Computer Simulation and Application and Cases. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779U. HOSPITALITY MARKETING. (3 Credits)
A study of hospitality marketing. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779V. STRATEGIC PRODUCT PLANNING. (3 Credits)
This course aims to introduce students to product planning process, including product line and mix strategies. It covers topics that are relevant to "product" part of marketing mix and management. It focuses on the development and application of value-enhancing strategies used by successful product managers Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 779W. GREEN MKT'G & SUSTAINABILITY. (3 Credits)
Green marketing practices are rapidly changing and with them the analytical tools needed in 2011—where every company wants to be green, where communications are dominated by social media and where serious corporate sustainability efforts are global. Prerequisite: MKGB 6710.
Attribute: ABGS.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.
MKGB 779X. STRATEGIC PRICE MANAGEMENT. (3 Credits)
The objective of this course is to provide students with the fundamental
skills needed to optimally manage prices. The course capitalizes on the
three anchoring points: (a) Techniques for analysis of consumer research
data related to prices and market demand; (b) Ability to integrate
consumer research findings into optimal price recommendations; (c)
Strategic management of prices in order to maximize profitability in
competitive markets. The course will utilize a combination of lectures,
hands-on in-class exercises, computer simulations, and case studies
in order to develop students' applied skills in pricing. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score
of 070.

MKGB 779Y. MULTICULTURAL MARKETING. (3 Credits)
This course delves into how marketers can successfully reach
multicultural markets. There will be an overview of marketing principles
and a discussion of the impact of race, ethnicity and culture on consumer
behavior. The course will take a deep dive into the important marketing
considerations for the 3 major multicultural target groups in the
U.S. specifically, Hispanic Americans, African Americans and Asian
Americans. Through this highly interactive class, students will be
educated on the evolving role of marketing in today's diverse culture.
Students will learn tools for marketing to Hispanic American, African-
American and Asian-American market segments, and analyze and
understand the nuances of multicultural marketing communication. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score
of 070.

MKGB 879F. PRODUCT INNOVATION & RENOVATION. (1.5 Credits)
This course explores the creative, financial and analytical aspects of
merchandising and buying. During this mini-course students will build a
merchandise assortment for the fall 2012 season while exploring: The
fundamentals of retail math The nuts and bolts of inventory management
and sales performance/analysis The influence of fashion trend The
impact of historical performance The importance of merchandise planning and store allocation Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score
of 070.

MKGB 879G. RETAIL BUYING & MERCHANDISING. (1.5 Credits)
This course offers a solid understanding of how marketers and media
suppliers interact while utilizing branded entertainment and various
content platforms in pursuit of reaching today's consumers through
multiple touch points at home, at work and throughout the marketplace.
Primary focus will be given to understanding how branded entertainment
plays a critical part in the marketing and media mix and how it has
evolved into one of the most effective tools used by mainstream
marketers today. It is during the project development process that
entertainment marketing is created, utilized and evaluated as part of
the advertiser's overall marketing effort. Each class of the seven-week
program will focus on a particular aspect of this process. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score
of 070.

MKGB 879H. ENTERTAINMENT AS MKTG TOOL. (1.5 Credits)
This course aims to provide students with pragmatic and managerial
insights into using various social media tools as part of marketing plans
and business strategy. This course will examine the ways companies
and individuals can identify social media sites that appeal to their
target audience, develop their voices and get closer with customers. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score
of 070.
MKGB 879I. SERVICES MARKETING. (1.5 Credits)
Services account for over 75% of the GDP in the U.S. and, even in a difficult economic environment, many service sectors are growing rapidly. Yet, because services are intangible, marketing these businesses can be complex and challenging. In this course students will learn how to identify, create and develop winning service marketing strategies. Marketing principles and buyer behavior as applied to services will be covered from both consumer and business-to-business perspectives. Emphasis will be on real-world case studies and students will work on projects which will focus on their areas of professional interest. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879J. MANAGING CUSTOMER CENTRICITY. (1.5 Credits)
Customers are the most valuable assets of many firms. This course is designed to introduce students to the fundamentals of managing customer relationships; the discipline of getting, keeping and growing profitable customers. Students will explore the relevance of customer-centricity to creating a successful organization. The course will examine methods to initiate, develop, implement, and evaluate customer-focused initiatives. The goals of the course are to increase student competency levels in understanding the role and relevance of customer-centricity in an organization, and understanding implementation, organizational, and customer issues surrounding customer relationship management. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879K. EVENT MARKETING. (1.5 Credits)
Event Marketing is a significant and powerful component in the world of Integrated Marketing. It is vital to PR campaigns, product launches and building brands; and just as with more traditional disciplines, Event marketing is a medium to acquire new customers and establish brand loyalty. Students in this class will learn fundamental principles of event marketing, various ways event marketing is utilized in today’s marketplace, core category essentials including strategy, creative end production, and the measurement of the success of an Event Marketing campaign. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879L. MARKETING TO YOUNG CONSUMERS. (1.5 Credits)
This course examines special considerations in developing and marketing products designed for infants, preschoolers, kids and tweens. Topics include: Concept/product development and testing with children and the youth and advertising to the children among others.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879M. CAUSE MARKETING. (1.5 Credits)
As consumers continue to expect companies to improve our world, social issues are being integrated into core business strategies. Many established firms and start-ups are developing and selling products through an approach of “social innovation.” And a wide range of companies are moving “cause marketing” to the center of their marketing strategies. This course focuses on purpose-driven marketing that enhances brand equity. The course is designed to examine interrelated areas such as corporate social responsibility, non-profit organizations, social innovation and green marketing. Applications to be discussed include positioning, branding, new product platforms and advertising to expand students’ ability to think creatively and critically about managing brands. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879N. PRESENTING MKTG INSIGHTS. (1.5 Credits)
In today’s information-rich society, there is no shortage of data and analysis methods available to marketers. A more pressing problem today is how to parse that information and communicate it effectively to audiences including consumers or decision-makers responsible for authorizing marketing programs. This mini-course will be structured around three components: Narrate, Visualize, and Share. In “Narrate,” students will learn principles of using storytelling as a persuasion tool. In “Visualize,” students will learn how to effectively show data and interactive data visualizations. Finally, in "Share," students will learn how to combine your narration and visualization skills to resonate with audiences and gain support for your ideas. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879O. MARKETING OF HIGH TECH PRODUCTS. (1.5 Credits)
This course will examine the particular considerations of marketing high technology products and services in a business-to-business environment. Such deals require a consultive (some say “consultative”) approach, have long sell cycle, involve multiple decision makers, and engage all of your business skills—knowledge of strategy, organizational behavior, industry analysis, and financial analysis. The principles examined in this course may be applied to sales of complex products, projects, or services (such as consulting). The format of the course will be presentation of main principles, discussion of case studies, and open seminar format when we may discuss students’ experiences in this field. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879P. SCIENCE OF SHOPPING. (1.5 Credits)
This course will examine the anthropological dimensions of retail shopping from four interconnected perspectives: practical, relational, socio-economic and sensory-physical. Students will learn the pragmatics of shopping – how people manage to navigate a store; they will explore shopping malls in terms of self-identity, social class and feelings of community; they will look at the rituals of Christmas shopping; they will evaluate the sensory dimensions of a store in experiential shopping. From exploring the interplay of these variables, students should receive a practical and theoretical understanding of the retail experience for consumers and its importance to our culture. Students will read a range of materials, write essays and conduct primary ethnographic research in shopping locations. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.
MKGB 879R. PSYCHOLOGY OF PRICING. (1.5 Credits)
When is it better to price a product at $3.99 compared to $4.00? Should an e-tailer include shipping charges in their products’ prices or add them separately? Among a marketer’s tools, price is arguably the most important because it is the only one that represents revenue, rather than a cost, to the firm. Yet decisions like these are often wrought with complexity and uncertainty. This mini course brings structure to the issue through explorations of consumers’ beliefs, feelings, and behaviors with respect to prices and pricing tactics. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879S. MANAGING PEOPLE AS BRANDS. (1.5 Credits)
This course investigates how companies create and manage brands from individuals ranging from celebrities to athletes, and to politicians. It looks at very different personal brands and their positive or negative impact on the businesses. Informal, intensely participatory and highly interactive class sessions will offer an introduction to experts that have created and/or remedialized people as brands. It will also create “personal-workshop” climate for student self-branding purposes. PREREQUISITE: MKGB-6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879T. MKTG WITH BIG DATA. (1.5 Credits)
“Big data” describes the enormous numbers of large data sets that are generated through social media, client payment systems, consumer buying patterns and GPS satellite mapping. This course will discuss utilized to manage the terabytes of data produced daily, the methods used to spot trends, and the myriad ways that Big Data can enhance marketing strategies and optimize the ROI of a firm’s marketing budget. PREREQUISITE: MKGB-6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879U. CONSUMER SOCIAL RESPONSIBILITY. (1.5 Credits)
This mini-course is aimed at exploring the consumer’s role in shaping the social environment and, as such, focuses on demand-side issues of social responsibility. At the end of this course, students should have a better understanding of how the tools of marketing can be used to prompt socially responsible consumption As a result, students should better understand themselves both as business people and as individuals. Prerequisite: MKGB 6710.
Attribute: ABGS.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879V. MULTIPLATFORM ADVTG SALE. (1.5 Credits)
This mini course will apply to anyone interested in the Sales, Advertising, Marketing and Product Management professions. The content is designed to educate students on what it takes to be successful in today’s highly competitive and complex advertising sales profession. Students will be provided with an overview of multiplatform advertising properties including print, digital, social and TV, as well as analytics related to advertising sales and audience metrics. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 879W. CUBA IN TRANSITION. (1.5 Credits)
Cuba is looking for business models and partnerships that will preserve its egalitarian tradition and its rich historic culture. In this course, through class meetings, assigned readings, and guest speakers, students will learn about the unique Cuban culture and economy that is faced with the challenges of a socialist economic system developing a budding entrepreneurial private sector.
Corequisite: MKGB 6710.

MKGB 6710. CUSTOMER-DRIVEN MARKETING. (3 Credits)
MBA CORE COURSE This course introduces students to marketing both as a company orientation and as a company function, and emphasizes why and how successful marketing needs to be customer-driven. Interactive class discussions focus on the role and importance of marketing for the entire organization, individuals and society at large. Students learn how marketing interacts with other business functions within a company, as well as how marketing contributes to both the company bottom-line and customers’ well-being. Topics covered include the strategic marketing process; the creation, communication, delivery and exchange of value; market segmentation, targeting, and positioning; and the marketing mix. Lectures, comprehensive case analyses, in-class exercises, and team projects are used to provide a complete understanding of customer-driven marketing practices within a global framework. (Previous title: Marketing Management). PREREQUISITE: BEGB 6220.
Prerequisites: BEGB 6220 or GBA Waiver Managerial Eco with a score of 070.

Mutually Exclusive: MMGB 6710.

MKGB 7720. CONSUMER BEHAVIOR. (3 Credits)
Analyzes the latest social science research and theories to better understand consumer behavior. Special attention is directed to applications in managerial decision-making. Topics including motivation, learning, memory, perception, attitude formation and change and decision-making are covered to explain and predict how consumers behave in the marketplace. Prerequisite: MKGB 6710.
Attribute: ABGS.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7721. MARKETING MANAGEMENT FOR CHINA. (4.5 Credits)
MKGB 7722. ADVANCED MARKETING SEMINAR. (3 Credits)
MKGB 7723. STRATEGIC BRANDING. (3 Credits)
Demonstrates the strategic importance of branding by focusing on the various ways the brands acquire and sustain value in the marketplace. Analyzes relevant and comprehensive theories, and all the necessary tools, ideas and concepts to uncover the brands’ identities and help managerial branding decisions. Topics discussed include socio-cultural perspectives on branding and brand management, emotional branding, financial considerations and consequences of branding decisions. Prerequisite: MKGB 6710. PREVIOUSLY TITLED: BIG BRAND MARKETING.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7724. UND THE CHINESE MARKET. (3 Credits)
Focuses on doing business in (and of) China by allowing students to personally experience business practice and culture in this major global market. Explores the knowledge and understanding of the historical, economic, social and cultural context of Chinese business. Provides an understanding of business issues in a foreign setting with an exposure to the local people, businesses and social and government agencies. Co-requisite: MKGB 6710.
Attribute: ABIIB.
Prerequisites: MKGB 6710 (may be taken concurrently) or GBA Waiver Marketing Mgmt with a score of 070.

Updated: 02-13-2018
MKGB 7730. RESEARCH METHODS. (3 Credits)
Provides a fundamental understanding of research methods and their application in different business functions, offering perspectives from both the provider and user of information needed for managerial decision-making. Discusses the research process with an emphasis on the identification, collection, analysis and dissemination of business and consumer data. Topics include problem definition, the use of secondary data, various quantitative and qualitative methods, preparation and evaluation of surveys, and basics of data analysis. REQUIRED COURSE FOR MARKETING CONCENTRATION.

MKGB 7746. BUSINESS TO BUS MKTG. (3 Credits)
Examines marketing as it is applied to business markets and organizational buying/selling with an emphasis on how they differ from consumer markets. Discusses specific issues and problems faced by firms in having organizations as customers. Basic marketing issues as market identification and segmentation, pricing, logistics, advertising and sales promotion are explored within the business-to-business environment. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7750. GLOBAL MARKETING. (3 Credits)
Examines proven theories and practices of global marketing, as well as the research tools and techniques that can help marketers develop strategic decisions in global markets. Provides a comprehensive overview of global marketing environment and the critical factors involved in choosing the appropriate market-entry strategies for selected foreign markets. Demonstrates successful marketing practices from various emerging markets and regions. Prerequisite: MKGB 6710.
Attribute: ABIB.
Prerequisites: MKGB 6710 (may be taken concurrently) or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7755. INTEGRATED MKTG COMM. (3 Credits)
Analyzes the planning, execution and measurement of advertising programs, with a focus on the creation of an advertising campaign and media planning. Topics include the role of advertising within the marketing mix, tools, techniques and processes used in creating advertising strategy, media planning, legal issues and ethical considerations in advertising. Guest speakers complement classroom experience and discuss their specialties, as necessary. Prerequisite: MKGB 6710; Recommended Prerequisite: MKGB 7720. (Formerly Advertising and Media Planning.)
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7765. SALES MANAGEMENT. (3 Credits)
Focuses on personal selling and salesforce management in the context of large and small organizations. Examines the sales process and its relationship to overall marketing strategy, evaluation of salesforce performance and the function of sales manager. Explore such topics as sales planning, forecasting as well as recruiting, selecting, motivating and compensating a salesforce. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7775. MKTG OF FINL SERVICES. (3 Credits)
Provides a scientific understanding of tactics and strategies associated with the marketing of financial services. Emphasizes the role of industry deregulation, intensified competition, and the emergence of new technologies and products on the emerging marketing practices used by financial services institutions. Explore consumers’ unique decision-making styles in financial matters, the effects of technology deployment, and the fiduciary constraints that guide marketing activities in the markets for commercial banking services, mutual funds, investment banking services, insurance and other forms of financial services. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7782. COMM CORP IMAGE RESPONSIBILITY. (3 Credits)
Analyzes various means and tactics available to public relations practitioners and demonstrates the value of pragmatic public relations activities for businesses. Explores social and ethical concerns about generating publicity and how resulting public perceptions can create or deepen corporate crises. Current practices of planning for and managing crises are demonstrated via a number of guest speakers. Prerequisite: MKGB 6710. Also offered as CMGB 7531.
Attribute: ABGS.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7785. MARKETING STRATEGY. (3 Credits)
Presents an integrated framework on how company marketing decisions can be guided by the environment in which the company is operating, the company’s own strengths and weaknesses, and the future prospects in the marketplace. Provides a synthesis of current research findings on strategic marketing theory through the text and other material, and put theories into practice by the students through the use of computer simulations and case analyses. Enables students to develop the techniques needed to optimize marketing activities related to pricing, advertising, distribution and product development. Prerequisite: MKGB 7730.
Prerequisite: MKGB 7730.

MKGB 7792. NEW PRODUCT DEVELOPMENT. (3 Credits)
Provides a sequential methodology for identifying new product opportunities, designing products and services to meet consumer needs. Examines processes and methods used for managing different stages of product development, from idea generation to market testing. Discuss ethical and financial considerations of new product development processes for the business and society at large. Prerequisite: MKGB 6710.
Attributes: ABEP, ABGS.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7795. DIRECT MARKETING. (3 Credits)
Surveys the various media and methods of direct marketing. Explores the power of direct marketing to access specific markets with refined advertising messages and to gauge more successfully the effectiveness of those messages. Topics include direct mail, catalogs, telemarketing, electronic media, mailing lists, copywriting and copy and media testing. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.
MKGB 7799. SPEC TOPICS: MARKETING. (1.5 to 3 Credits)
These courses are offered from time to time to permit faculty and students to explore a marketing topic of particular interest. The specific topic and prerequisites are announced when the course is offered.
Note: Some of the MKGB 7799 Special Topics in Marketing courses are designed as Entrepreneurship courses. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7811. MARKETING INTERNSHIP. (1 to 3 Credits)
This course is intended for students with a Marketing internship for this trimester that wish to receive academic credit for it. The course will begin with an orientation session and will be followed by additional meetings with students. The course instructor will provide additional details to enrolled students.

MKGB 8701. MARKETING ANALYTICS. (1.5 Credits)
This mini-course exposes students to a variety of marketing metrics including those related to brand performance in-store (e.g., Nielsen measures used in CPG/brand management) and on-line and the use of those marketing metrics in marketing decision making. The course will cover basic data manipulation and analysis of secondary data from syndicated sources such as Nielsen and IRI. Co-requisite: MKGB 6710 REQUIRED COURSE FOR MARKETING CONCENTRATION Offered in Fall/Spring only.
Prerequisites: MKGB 6710 (may be taken concurrently) or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 8703. REVEALING CONSUMER INSIGHTS. (1.5 Credits)
Applies theories of anthropology and ethnography to the study of consumer behavior and purchase decisions. Topics include the study of cultures and subcultures, ethnographic research designs, customer immersion, and contemporary ethnographic writing. Prerequisite: MKGB 6710.
Prerequisites: MKGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 8704. QUALITATIVE RESEARCH. (1.5 Credits)
This course will familiarize students with principal research methods used in qualitative research in marketing from both a theoretical and a practical perspective. It will prepare students in the skills, techniques, and knowledge necessary to undertake and/or evaluate various qualitative research methods. By the end of this course, students will get a better understanding of key aspects involved in designing and conducting qualitative research through assigned readings, class discussion, and research projects. Prerequisite: MKGB 7730.
Prerequisite: MKGB 7730.

MKGB 8706. EXPERIMENTAL DESIGN. (1.5 Credits)
In this course students will learn how to design an experimental study, carry out an appropriate statistical analysis of the data, and properly interpret and communicate the analyses. Topics to be covered include design of experiments, prevalent experimental techniques and instrumentation, data collection, and various statistical analysis techniques. Prequisite: MKGB 7730.
Prerequisite: MKGB 7730.

MKGB 8709. DIGITAL MARKETING ANALYTICS. (1.5 Credits)
Provides students with a hands-on experience with using various analytical methods and tools to explore digital marketing, including social media marketing and google analytics.
Prerequisite: MIGB 6710 (may be taken concurrently).

MKGB 8799. SPEC TOPICS: MARKETING MINI. (1.5 Credits)

MKGB 8999. INDEPENDENT STUDY. (1.5 to 3 Credits)