

MARKETING (MKTG)

MKTG 5080. Independent Study. 1-3 Hours.

This course is designed for directed study of individual students who wish intensive study in some specific area of Marketing. Variable credit (1-3).

Prerequisite: Approval of Department Chair and Graduate Coordinator.

MKTG 5330. Marketing Management. 3 Hours.

This course focuses on formulating and implementing marketing management strategies and policies with special emphasis on the influence of marketing institutions, market structures, target market, segmentation, and the ability to manage marketing mix variables in a dynamic global environment. The course includes marketing decision making tools and the management of the elements of the marketing plan.

MKTG 5335. Services Mgt And Marketing. 3 Hours.

This course examines the unique challenges of managing and marketing services. A review of the literature covering service theory and practical experience in designing and maintaining quality services are the foci of the course.

Prerequisite: MKTG 5330.

MKTG 5350. Marketing Problems. 3 Hours.

The course requires analysis of marketing problems related to marketing strategy and programs. Students engage in independent research into the business context and develop familiarity with leading edge marketing theory and practice to creatively solve problems.

MKTG 5385. Special Topics in Marketing. 3 Hours.