Department of Marketing
Graduate Level Courses (MKT)

MKT 500  Marketing Principles and Concepts  4
Understanding the researching, planning, developing, implementing, and controlling of marketing management plans and strategies relative to environmental factors, consumer behavior and organizational behavior. Some sections may be technologically mediated.

MKT 540  Seminar: Marketing Communication  3
Corequisite: MKT 598. Strategic promotional variables considered individually and in combination to communicate want-satisfying attributes of products and services in the most effective and efficient manner.

MKT 542  Seminar: Marketing Management  3
Corequisite: MKT 598. Analysis of management of the enterprise, operating under conditions of uncertainty and designed want-satisfying goods and services.

MKT 543  Seminar: International Marketing  3
Corequisite: MKT 598. Planning and implementing international marketing programs including those of multinational corporations; micro and macro marketing implications of economic development; consumer behavior, market research and strategy in other cultures.

MKT 544  Seminar: Consumer Behavior  3
Corequisite: MKT 598. Interdisciplinary study about how consumers behave in the marketplace; the objective is to understand, explain, and predict consumers’ actions under a variety of market conditions.

MKT 545  Seminar: New Venture Marketing  4
Strategies for introducing new ventures, products, services, and businesses from conception of the idea through market testing to introducing the product/service successfully into the marketplace.

MKT 546  Seminar: Marketing Research  3
Prerequisites: ECON 309; MKT 304; BUS 501. Role of marketing research in making marketing decisions and planning and implementing marketing research projects; state-of-the-art marketing research tools and techniques and their applications.
MKT 547  Seminar: Retail Management  
Policies, problems, and opportunities in today's complex and dynamic retail environment; procedures for interrelating, planning, and implementing retail strategy involving marketing, management, and financial tools and theory.

MKT 598  Graduate Directed Study  
Investigation of an approved project leading to a written report; project selected in conference with seminar professor, and arrangements made for regular meetings during quarter. May be repeated for credit.