

# 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**                      **4**  
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**                      **1**  
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.