

## MARKETING

## MKT

**Department of Marketing  
Eli Broad College of Business  
and The Eli Broad Graduate  
School of Management**

**300 Managerial Marketing**

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 300 Not open to students with credit in MKT 327.

Analysis and strategic integration of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.

**302 Consumer and Organizational Buyer Behavior**

Fall, Spring, Summer. 3(3-0) P: MKT 300 and (MKT 317 or concurrently) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Food Industry Management major or in the Sales Communication Specialization. SA: MSC 302

Application of consumer behavior principles to customer satisfaction, market planning, and marketing mix decisions. Ethical, diversity, and international issues.

**310 International and Comparative Dimensions of Business**

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 310

International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. International business transactions and entry strategies.

**313 Personal Selling and Buying Processes**

Fall, Spring. 3(3-0) R: Open to juniors or seniors or sophomores in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences or in the Applied Engineering Sciences major. SA: MSC 313

Role of the sales organization and nature of customer and channel relationships. Buying behavior and sales processes. Fundamentals of personal selling. Experiential project that challenges students to assimilate and apply key concepts.

**317 Quantitative Business Research Methods**

Fall, Spring, Summer. 3(3-0) Interdepartmental with Statistics and Probability. Administered by Marketing. P: STT 315 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to undergraduate students in the School of Hospitality Business and open to juniors or seniors in the Applied Engineering Sciences major. SA: MSC 317

Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

**319 Marketing Research**

Fall, Spring. 3(3-0) P: MKT 300 and MKT 317 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 319

Research methods designed to obtain information for marketing decisions. Research design, data collection, and interpretation of information to aid in making managerial decisions.

**327 Introduction to Marketing**

Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors in the College of Agriculture and Natural Resources or in the College of Communication Arts and Sciences or in the College of Engineering or in the James Madison College or in the College of Social Science or in the College of Arts and Letters. SA: MSC 327 Not open to students with credit in MKT 300.

Buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.

**351 Retail Management**

Fall, Spring, Summer. 3(3-0) Interdepartmental with Food Industry Management. Administered by Marketing. P: MKT 300 or MKT 327 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Food Industry Management major and open to students in the Food Industry Management Specialization. SA: MSC 351

Domestic and international retailing structure, environment, and development. Managerial strategy. Locational, purchasing, organizational, personnel and promotional techniques. Retail budgeting and control. Social and ethical considerations.

**355 Entrepreneurship: Strategic Marketing Planning and Launch**

Fall, Spring. 3 credits. P: MKT 300 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 355 Not open to students with credit in MGT 352.

Process of planning, starting, and positioning new businesses which link directly to customer requirements. Understanding unmet market opportunity due to competitive gaps or customer needs (realized or not) for both consumer and industrial products and services.

**360 Advanced Sales Communication**

Fall, Spring. 3(3-0) Interdepartmental with Advertising and Communication. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.

Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

**383 Sales Management**

Fall, Spring. 3(3-0) P: (MKT 300 or MKT 327) and (MKT 317 or concurrently or approval of department) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Applied Engineering Sciences major or in the Sales Communication Specialization or approval of department. SA: MSC 383

Planning, implementing, and controlling the firm's personal selling function. Analysis of sales territories. Management of recruitment, selection, training, and motivation of sales personnel. Evaluation of sales performance. Diversity and ethical issues.

**393 Introduction to International Business**

Fall, Spring, Summer. 3(3-0) Fall: Abroad. Spring: Abroad. Summer: Abroad. Interdepartmental with Accounting and Finance and General Business and Business Law and Hospitality Business and Management and Supply Chain Management. Administered by Marketing. R: Open to students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the School of Hospitality Business.

Introduction to the context of international business delivered on-site in foreign settings. Fundamental concepts and principles of globalization such as multinational corporations, foreign markets and economies, internal and external market transactions, international law, cultural influences, and multinational business strategies.

**410 Product Innovation and Management**

Fall. 3(3-0) P: (MKT 300 or MKT 327) and (MKT 317 or concurrently) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 410

Analytic, decision-making, and planning concepts and tools available to product managers. New product policy and development, organizational issues, and product modification and deletion.

**412 Marketing Technology and Analytics**

Spring. 3(3-0) Interdepartmental with Information Technology Management. Administered by Marketing. P: MKT 300 and MKT 317 and ITM 309 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Information Technology Specialization and open to masters students in the Marketing Research major. SA: MSC 412

Collection and analysis of information from the web, including web-based surveys, web analytics, online communities, blog scraping, and web spiders.

**415 International Marketing Management**

Fall, Spring. 3(3-0) P: MKT 300 and (MKT 310 or EC 340) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 415

Marketing decisions, strategies, and operations of the firm involved in international business. Researching global market opportunities and formulating market entry strategies. Developing and implementing the international marketing program.

**420 New Product Design and Development**

Spring. 3(3-0) P: MKT 300 and MKT 317 R: Open to seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 420

Practical training and experiences in design and testing of new products.

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- 439 Food Business Analysis and Strategic Planning (W)**  
Fall. 3(4-0) Interdepartmental with Food Industry Management. Administered by Food Industry Management. P: (FIM 220 and FI 320) and (STT 200 or STT 201 or STT 315) and (MTH 124 and completion of Tier I writing requirement) R: Open to seniors. SA: ML 439, MTA 439  
Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, and business and strategic planning.
- 460 Marketing Strategy (W)**  
Fall, Spring, Summer. 3(3-0) P: (MKT 302 and MKT 317 and MKT 319) and completion of Tier I writing requirement R: Open to seniors in the Marketing major. SA: MSC 460  
Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis. Ethical and international applications.
- 480 Entrepreneurship Capstone Experience**  
Fall, Spring. 3(3-0) P: MKT 355 or MGT 352 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 480  
Entrepreneurship and business development projects. Defining marketing intangibles. Defining scope of work. Engagement management. Preparing deliverables for entrepreneurial firms. Working with entrepreneurs to solve real problems ranging from initial visioning and planning to grow to size.
- 490 Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. SA: MSC 490  
Supervised program of research-based independent study.
- 490H Honors Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. SA: MSC 490H  
Supervised program of independent research in marketing.
- 491 Special Topics in Marketing**  
Spring of odd years. 3(3-0) P: MKT 300 and MKT 319 and MKT 302 or approval of department; application required R: Open to seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required.  
Special topics in marketing management or marketing research of unusual scope or timeliness.
- 805 Marketing Management**  
Spring. 2 to 3 credits. SA: MSC 805  
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.
- 806 Marketing Research for Decision Making**  
Spring. 1 to 3 credits. P: MBA 830 or approval of department R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 806  
Collection and analysis of marketing research data for marketing decision making. Focuses on marketing research methods for data collection and introductory data analysis.
- 807 Consumer Insights**  
Fall. 1 to 3 credits. P: MBA 830 or MKT 805 or approval of department R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 807  
Traditional and emerging research tools that organizations use to capture the voice of the customer. Application of behavioral science research in developing deep understanding of customers that can be used in developing marketing strategies, including segmentation, positioning, branding, advertising, customer satisfaction and loyalty.
- 808 Market Creation and Growth Strategies**  
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 or approval of department R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 808  
Creative and theoretical concepts and processes for creating and growing markets.
- 809 Pricing, Profitability and Marketing Metrics**  
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 RB: Prior course in managerial accounting at any level. R: Open to masters students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Design, management, and integration of pricing into the marketing mix and the revenue yield strategies of the firm. Analytic, empirical and simulation approaches to pricing.
- 810 Open Innovation Management**  
Fall. 1 to 3 credits. P: MKT 805 or MBA 830 or approval of department R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 810  
Development of new products ideas for service firms and physical good manufacturers using voice of the customer approaches, leveraging ideas from channel partners, and from frontline employees. Fuzzy front end of the innovation process.
- 811 Brand Insights**  
Fall. 1.5(1.5-0) P: MBA 830 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 811  
Brand strategy consumer and customer analysis, competitive brand analysis and brand planning.
- 812 Integrated Marketing Communication**  
Fall. 1.5(1.5-0) P: MBA 830 or MKT 805 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Concepts, frameworks, and leading-edge practices of integrated marketing communications (IMC), including traditional and digital media. Selection of appropriate media for the target audience and developing effective marketing communication campaigns that enhance the value of the brand.
- 816 Marketing Analysis**  
Spring. 1 to 3 credits. P: MKT 806 R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Analysis of marketing data from a variety of sources for decision making. Use of statistical software to analyze marketing data. Scanner data, data mining, and web site metrics and analytics.
- 817 Business Development and Sales Management**  
Fall. 1 to 3 credits. P: MBA 830 or MKT 805 or approval of department R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Managing the sales operation of the firm. Planning, implementing, and controlling the personal selling function. Analysis of sales territories. Management of recruitment, selection, training, and motivation of sales personnel. Evaluation of sales performance.
- 818 Market Domination Strategies**  
Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 or approval of department R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Creative and theoretical concepts and processes for establishing leadership positions in mature markets.
- 819 Advanced Marketing Research**  
Fall. 3(3-0) P: MKT 319 or MKT 806 RB: MBA 804 R: Open to seniors or graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Advanced quantitative methods for marketing research for market segmentation and consumer choice using multivariate statistics, including perceptual mapping, multiple regression, cluster analysis, multidimensional scaling, discriminant analysis, conjoint analysis, and factor analysis.
- 820 New Product Development and Portfolio Management**  
Fall. 1 to 3 credits. P: MKT 810 R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
New product development processes for service firms and physical good manufacturers. Execution of the product development stages and gates with a focus on concept testing, assessing project risks, and business case development.

- 821 Brand Strategy**  
Fall. 1.5(1.5-0) P: MKT 811 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Brand strategy analysis, planning and development.
- 822 Applications in Integrated Marketing Communication**  
Fall. 1.5(1.5-0) P: MKT 812 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Applications and experiential learning in integrated marketing communications. Developing and delivering effective and efficient integrated marketing communication strategies and tactics that enhance the value of the brand in a global environment.
- 829 Marketing Technology and Analytics**  
Summer. 3(3-0) P: MBA 820 or MKT 805 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. Not open to students with credit in MKT 412.  
The collection and analysis of information from the web using contemporary web-based research techniques.
- 830 Seminar in Social Marketing**  
Spring. 3(3-0) Interdepartmental with Advertising. Administered by Advertising.  
In-depth reading and critical thinking about theories and principles in social marketing. Application of theory and empirical research to evaluating and planning social marketing programs.
- 856 Consulting Practicum in Marketing**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 856  
Classroom and field experience on business consulting; defining scope of work, engagement management, and preparing deliverables.
- 858 Consulting Practicum in Corporate Entrepreneurship**  
Fall, Spring of odd years. 1 to 6 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P: MBA 830 or concurrently R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 858  
New venture strategies within corporate business environment. Market and analysis and planning. Product development, sales force deployment, and advertising and promotion strategy. Funding, and asset utilization and deployment. Exit and spin-off strategies. Employs team-based, non-traditional, and experiential learning methods.
- 859 Venture Management Practicum**  
Spring. 3(1-4) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to graduate students in the Department of Fisheries and Wildlife. SA: MSC 859  
Application of the principles and tools of market assessment, venture development, and management in venture start up, or venture growth situations. Applications to for profit and not-for-profit or public organizations.
- 860 Understanding and Assessing the Global Business Environment**  
Fall. 1.5(1.5-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 860  
Fundamentals of the international business environment and their impact on a global organization's operations.
- 861 Marketing Research Strategy and Analysis**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: (MKT 805 or concurrently) or (MBA 820 or concurrently) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 861  
Various topics in marketing research
- 862 Global Marketing**  
Fall, Spring. 1.5(1.5-0) P: MBA 830 or MKT 805 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 862  
Marketing strategies for global market expansion, global marketing planning and marketing program execution.
- 864 Data Mining in Marketing**  
Spring. 1.5(1.5-0) P: MKT 806 and MKT 819 or approval of department RB: MKT 805 or MBA 830 R: Open to masters students in the Marketing Research major and open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Statistical and computer based techniques for exploring and exploiting very large data arrays as common to large scale marketing and marketing research projects. Introduction to Statistical Package for the Social Sciences (SPSS), Statistical Analysis System (SAS) and other computer packages. Immersion in database, warehouse and mart customer relationship management (CRM) configurations.
- 865 Emerging Topics in Business**  
Fall, Spring, Summer. 1.5(1.5-0) A student may earn a maximum of 6 credits in all enrollments for this course. RB: MBA 830 or MKT 805 R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 865  
Perspectives on new and emerging issues of business administration. Topics vary.
- 870 Global Business Strategy**  
Fall. 1.5(1.5-0) R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management.  
Strategic issues in the management of the firm in the global environment. Competitive strategy development and implementation within and across functional areas.
- 872 Experiential Learning in Global Marketing Management**  
Fall, Spring. 1.5(1.5-0) P: MKT 862 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department.  
Classroom and field experience on global marketing planning and export marketing management, management of the marketing programs in global markets, defining the scope of work, and preparing deliverables.
- 884 Marketing Management**  
Summer. 2(2-0) R: Open to masters students in the Supply Chain Management major. SA: MSC 884  
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.
- 890 Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. RB: MBA 820 or MKT 805 SA: MSC 890  
Faculty supervised independent study
- 902 Pro-seminar in Marketing**  
Fall. 1 to 3 credits. R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management. SA: MSC 902  
Presentation of research, evaluation of research, and professional research standards.
- 905 Research Design in Marketing**  
Fall of odd years. 3(3-0) P: MGT 906 and MGT 914 R: Open to doctoral students in the Department of Marketing. SA: MSC 905  
Research concepts and scientific methods for the study of marketing. Formulation of hypotheses, concepts of measurement, and quantitative methods.
- 907 Statistical Models in Marketing**  
Fall. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management and open to doctoral students in the College of Communication Arts and Sciences or approval of department; application required. SA: MSC 907  
Advanced statistical methods in marketing. Structural equations modeling, agent based models, and panel design methods. Sources and uses of secondary data.
- 908 Marketing Analytic Decision Models**  
Fall. 3(3-0) RB: MKT 910 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 908  
Applications of marketing decision models in new product development, pricing, distribution, advertising, and sales promotion.

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### 910 Marketing Theory and Critical Analysis

Fall. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 910

Marketing thought in the evolution of marketing. Special emphasis on philosophy of science. Critical examination of historical concepts and theories in marketing.

### 911 Seminar in Marketing Strategy and Competition

Fall of odd years. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 911

Strategic marketing and planning. How marketing concepts, tools, and processes can be used to help an organization develop a sustainable competitive advantage through the creation of superior customer value.

### 912 Seminar in Buyer Behavior

Spring of even years. 3(3-0) R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 912

Organizational and consumer behavior and their relationship to marketing strategy. Attitudes, information processing, decision making, and attribution theory. Methodological tools appropriate for analyzing buyer behavior such as conjoint analysis.

### 913 Seminar in Marketing Relationships

Spring of even years. 3(3-0) P: MKT 908 and MKT 911 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 913

Interorganizational issues in marketing. Theoretical perspectives on marketing strategy issues from a micro competitive perspective. Integration of existing theories.

### 940 International Business Theory and Literature

Fall of even years. 3(3-0) RB: MKT 860 or MKT 862 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department; application required. SA: MSC 940

Theories explaining international business phenomena. Varying perspectives on international business activities, concepts, and frameworks. Survey of the extensive literature in the field.

### 941 International Business Research Methods

Spring of odd years. 3(3-0) RB: MKT 940 R: Open to doctoral students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. SA: MSC 941

Scientific methods of research on international business. Topics include cultural bias and organizing multi-country studies.

### 990 Independent Study

Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to doctoral students. Approval of department; application required. SA: MSC 990

Intensive reading and research on topic of mutual interest to PhD student and faculty collaborator.

### 995 Directed Research Paper

Fall, Spring, Summer. 1(1-0) RB: MKT 910 and MKT 911 and MKT 912 and MKT 907 and MKT 908 R: Open to doctoral students in the Department of Marketing. Approval of department; application required. SA: MSC 995

Production of research paper under the direction of a senior faculty member.

### 999 Doctoral Dissertation Research

Fall, Spring, Summer. 1 to 9 credits. A student may earn a maximum of 72 credits in all enrollments for this course. SA: MSC 999

Doctoral dissertation research.