Marketing

In the College of Business Administration

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Courses Acceptable on Master’s Degree
Programs in Business Administration
(MKTG)

Refer to Courses and Curricula and Regulations of the Division of Graduate Affairs sections of this bulletin for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

GRADUATE COURSES

MKTG 696. Seminar in Selected Topics (3)
Intensive study in specific areas of marketing. May be repeated with new content. See Class Schedule for specific content. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser. (Formerly numbered Marketing 795.)

MKTG 701. Seminar in Marketing Planning and Programs (3)
Prerequisite: Business Administration 655.
Analysis and planning of marketing programs. Emphasis on quantitative assessment, market measurement and forecasting, budgeting, organization and development of marketing strategy. Integration of marketing programs concerning product plans, pricing, promotion and distribution.

MKTG 729. Contemporary Issues in Marketing Theory and Practice (3)
Prerequisite: Business Administration 655.
Issues in marketing theory and practice: examination and application of contemporary theories and techniques in relation to changes in marketing environment. See Class Schedule for specific content. Maximum credit six units applicable to a master's degree.

MKTG 761. Product Innovation Management (3)
Prerequisite: Business Administration 655.
New product development and issues related to overall management of product innovation in context of entrepreneurial opportunity, start-up ventures and existing organizations. Focus on planning, design, and implementation of marketing strategy.

MKTG 762. Seminar in Integrated Marketing Communication (3)
Prerequisite: Business Administration 655.
Theory and application of integrated marketing communication to advertising, promotions, public relations/publicity, personal selling and direct marketing (including Internet).

MKTG 763. Seminar in Sales Management (3)
Prerequisite: Business Administration 655.
Sales management and personal selling decisions and strategies in business organizations.

MKTG 766. Seminar in Marketing Research (3)
Prerequisite: Business Administration 652 and 655.
Research methods and analysis for consumer and business marketing. Research design and implementation, use of secondary data sources, qualitative research, survey research, experimentation, and data analysis using statistical software, such as SPSS.

MKTG 768. Seminar in Internet Marketing and E-Business (3)
Prerequisite: Business Administration 655.
Theory and application of marketing utilizing the Internet and associated issues of electronic commerce.

MKTG 769. Seminar in International Marketing (3)
Prerequisite: Business Administration 655.
The impact of cultural, social, political, economic, and other environmental variables on international marketing systems and the decision-making process of multinational marketing operations.

MKTG 770. Marketing of Technology (3)
Prerequisite: Business Administration 655.
Marketing of high-technology products in fast-paced business environments. Concepts and practices related to development of marketing strategies and programs for technology including product, pricing, channel, and communications strategies. Technological innovations and marketing implications.

MKTG 772. Strategic Brand Management (3)
Prerequisite: Business Administration 655.
Planning, managing, and evaluating brand strategies. Theories, models, concepts, and techniques used to build, measure, and manage brand equity. Marketing decisions faced by an organization in managing brands for long-term profitability.

MKTG 777. Advanced Marketing Strategy (3)
Prerequisites: Business Administration 655 and advancement to candidacy.
Development, implementation and evaluation of marketing strategy and planning. Role of marketing planning in overall corporate strategic planning process. Use of contemporary techniques and models in strategic planning process.

MKTG 790. Directed Readings in Marketing (3) Cr/NC
Prerequisite: Advancement to candidacy.
Preparation for the comprehensive examination for those students in the MSBA program under Plan B.

MKTG 797. Research (3) Cr/NC/RP
Prerequisite: Advancement to candidacy.
Research in the area of marketing. Maximum credit six units applicable to a master’s degree.

MKTG 798. Special Study (1-3) Cr/NC/RP
Prerequisite: Consent of staff; to be arranged with department chair and instructor.
Individual study. Maximum credit six units applicable to a master’s degree.