MARKETING (MKTG)

Courses

MKTG 605 MARKETING INTELLIGENCE STRATEGY (3)

Focuses on marketing intelligence strategies -- a data driven strategic analysis of the market used to inform the firm's digital strategies. Also explores the role of marketing in creating value for the firm and its stakeholders in the context of a dynamic external environment. Prerequisite: acceptance in the MKGI-MS or IMKG-PBC or approval from program director.

MKTG 607 MARKETING RESEARCH METHODS (3)

Explores experimental design and statistics in the context of marketing research with an emphasis on application over theory. Coverage of experimental design includes understanding appropriate data collection methods, such as experiments and surveys. Basic measurement, SPSS, and hypothesis testing are examined and analysis tools such as t-test, ANOVA, and regression are explored. Prerequisite: program admission or approval of program director.

MKTG 610 DATABASE QUERYING AND VISUALIZATION (3)

Designed to introduce students to the applications of database querying and data visualization in the context of marketing. Students are exposed to the basics of SQL Queries and data visualization techniques and will learn how and when the methods and techniques can benefit marketers in finding new insights about consumer's opinions and needs, and making insightful decisions. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

MKTG 670 SPECIAL TOPICS IN MARKETING INTELLIGENCE (3)

Course content varies with each topic. In-depth study of marketing intelligence. May be repeated for a maximum of 6 units provided a different topic is covered.

MKTG 710 DIGITAL MARKETING (3)

Explores the emerging business models, rules, tactics and strategies associated with digital marketing, including search engine optimization, search ads, email marketing, social media, and mobile marketing. Prerequisite: program admission.

MKTG 720 CONSUMER SENTIMENT ANALYSIS (3)

Designed to introduce students to the applications of text analysis, in particular, consumer sentiment analysis in marketing. Students are exposed to the basics of a variety of methods and techniques in the domain of text analysis and will learn how and when each of the methods and techniques can benefit marketers in finding new insights about consumer's opinions and needs. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

MKTG 750 MARKET SEGMENTATION RESEARCH (3)

Designed to introduce students to the applications of segment analysis using several statistical techniques. Students are exposed to the basics of a variety of methods and techniques in the domain of segmentation and will learn how and when each of the methods and techniques can benefit marketers in finding new insights about groups of consumers and what and how to target these groups. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

MKTG 770 MARKETING ANALYTICS AND METRICS (3)

Exploration of the data and tools used to analyze the business environment and enable marketing decision making, including decisions related to segmentation, customer lifetime value, and return on marketing investment. Prerequisite: program admission.

MKTG 780 ADVANCED MARKETING ANALYTICS (3)

Focuses on learning how to use various analytics tools: multivariate linear regression, logistic regression, principal component analysis, multidimensional scaling, clustering and classification, market basket analysis, choice modeling, conjoint analysis. Students will be expected to use state-of-the-art programming language to analyze real-world large data sets and make strategic recommendations for managerial actions. Prerequisites: program admission and MKTG 607 or equivalent, or consent of instructor.

MKTG 781 DIGITAL MARKETING PROJECT (3)

An independent applied project in a content area related to digital marketing designed to support and enhance the student's ability to apply graduate experience and achieve tangible outcomes. Students work under the supervision of faculty advisers to plan, implement, and evaluate a project for a client as part of a practical, real-world problem-solving experience. Prerequisites: MKTG 710, program admission or approval of program director.

MKTG 791 DIGITAL MARKETING INTERNSHIP (3)

Supervised experience in a field setting which facilitates the application of digital marketing theory and tools. Prerequisites: MKTG 710, program admission or approval of program director.

MKTG 795 MARKETING INDEPENDENT STUDY (3)

Directed independent study in selected areas of marketing. May be repeated twice for a maximum of 6 units. Prerequisite: MKTG 605.

MKTG 881 MARKETING INTELLIGENCE PROJECT (3)

An independent, applied project in a content area related to marketing intelligence designed to support and enhance the student's ability to apply graduate experience and achieve tangible outcomes. Students work under the supervision of faculty advisers to plan, implement, and evaluate a project for a client as part of a practical, real-world problem-solving experience. Prerequisites: MKTG 770 and consent of department.

MKTG 885 PROJECT CONTINUUM (1)

Continuation of project work from MKTG 781 or MKTG 881. Graded S/U. Prerequisite: MKTG 781 or MKTG 881.

MKTG 891 MARKETING INTELLIGENCE INTERNSHIP (3)

Supervised experience in a field setting which facilitates the application of theory and tools in marketing intelligence. Prerequisites: MKTG 770, program admission or approval of program director.