

<u>MARKETING</u>	Prerequisites Required (List)	Other Courses that complement this one (List)	Semesters Offered (List)
MKT 7110 - Marketing Tools Foundations and Applications <i>Prereq.: credit or registration in BADM 7100 or equivalent.</i> Coverage of current and emerging tools used by marketing practitioners, including customer tracking systems, market segmentation tools, market share analysis, competitive intelligence, applications to real and/or simulated market situations.	BADM 7100	-	Contingent on course availability
MKT 7120 - Customer Decision Making and Brand Analysis <i>Prereq.: BADM 7100 or equivalent.</i> Treatment of key elements of consumer decision making with emphasis on formulation of brand marketing strategy based on consumer behavior models, constructs, and information.	BADM 7100	-	Fall Only
MKT 7130 - Marketing Research Brand Analysis <i>Prereq.: BADM 7100 or equivalent.</i> Applications of marketing research methods such as qualitative research techniques, marketing surveys, marketing experiments, and brand analysis techniques.	BADM 7100	MKT 7120	Spring Only
MKT 7140 - Promotion Management and Strategy <i>Prereq.: BADM 7100 or equivalent.</i> Examines the techniques and methods used by marketing communicators with emphasis on theory and best practices; including development of a marketing promotions strategy for a present or emerging marketing organization.	BADM 7100	-	Contingent on course availability

	Prerequisites Required? (List)	Other Courses that complement this one? (List)	Semesters Offered? (List)
MKT 7150 - Global Marketing Issues and Strategies <i>Prereq.: BADM 7100 or equivalent.</i> Examination of marketing strategies and tactics available to organizations seeking to compete with global markets.	BADM 7100	-	Varies/ 1 Time per Year
MKT 7160 - Services and Professional Services Marketing <i>Prereq.: BADM 7100 or equivalent.</i> Introduction to services marketing with emphasis on issued involved in planning, implementing, and controlling professional services marketing.	BADM 7100	-	Contingent on course availability
MKT 7300 - Brand Marketing Strategy <i>Prereq.: MKT 7120 and 7130.</i> Coverage of brand marketing strategy formulation, including marketing and competitor analysis, plus resource allocation; emphasis on issues involved in marketing strategy formulation and implementation.	MKT 7120 & MKT 7130	MKT 7120, 7130	Spring Only
MKT 7443 - Advanced Seminar in Int'l Marketing <i>Prereq.: MKT 4451 or BADM 7100 or equivalent.</i> Marketing management decision processes and marketing systems in the global environment; application to multinational business operations and strategy development; marketing techniques of foreign market entry; product, pricing, promotion, and distribution decisions.	BADM 7100	MKT 7150	Contingent on course availability
MKT 7477 - Seminar in Advanced Marketing	BADM 7100	-	Fall/Spring

Problems *Max. of 9 hrs. of credit.*

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