

MARKETING (MKT)

MKT 513 Marketing Analysis & Strategy (3)

Executive level analysis of marketing strategies involved in market segmentation, pricing, promotion, product development, and distribution channels.

MKT 530 Contemporary Issues in Marketing (3)

Prerequisite(s): MKT 513.

Investigation of current literature, problems, and changes/opportunities taking place in the field of marketing; seminar course that includes lecture, discussion, and supervised student research into assigned topics.

MKT 589 Internship in Marketing (3)

Prerequisite(s): Approval of the instructor and approval of the MBA Director.

Provides the graduate student with practical experience in the field of marketing via a "real-world" work experience arrangement. Grade: Pass/Fail.

MKT 590 International Marketing (3)

Prerequisite(s): MKT 513.

Impact of cultural differences on target markets and marketing strategy examination; trade barriers and methods of entry considered; course depends heavily on case writing and presentation.

MKT 598 Independent Research (3)

Prerequisite(s): Completion of 18 semester hours of graduate courses including a three-semester hour quantitative course. approval of the MBA Director. In-depth study of selected topic(s).

Approval of the instructor and approval of the MBA Director. In-depth study of selected topic(s).