

# MARKETING MANAGEMENT (MBAC)

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## **MBAC 613 Consumer Behavior (3 semester hours)**

This course is designed to refocus the student on the consumer as the object of marketing efforts. Social science concepts, drawn from such fields as psychology, sociology, anthropology, and economics, are used to examine influences on consumer choices, as well as to study the consumer decision process itself. Emphasis will be placed on how marketers use this knowledge to develop effective marketing programs. Prerequisite: MBAA 6040.

## **MBAC 614 Marketing Research (3 semester hours)**

Students will understand the role of research and analytics within organizations' strategic efforts to meet marketing goals, targets, and objectives. Students will be able to generate valid data and relevant insights using appropriate research methodologies. Special attention is dedicated to developing competencies so that students will be able to utilize available data and apply analytical insights in developing strategies, solving problems, and leveraging opportunities in the marketplace.

## **MBAC 616 Customer Relationship Management Analytics (3 semester hours)**

Customer relationship management (CRM) is a business strategy paradigm that focuses on the systematic development of ongoing, collaborative customer relationships as a key source of sustainable competitive advantage. CRM represents a fundamental change in approach from traditional marketing; the goals shift from market share to share of customer. Operating under the assumption that competitive advantage is often gained through building customer equity, this course introduces the theory and practical implementation of customer relationship management strategies using customer databases. CRM Strategy Topics include: fundamentals of CRM strategy, customer profiling, measuring customer life-time value, customer profitability analysis, customer loyalty programs, and CRM technology overview. CRM Analytic Topics include: modeling customer lifetime value with linear regression, logistic regression for churn prevention, modeling time to reorder with curvilinear analyses, association rules for market basket analyses, and customer profitability analyses. Students will be introduced to R programming and Excel-based analytic tools. (See BSAN 6050.) Prerequisite: Completion of a college statistics course in the last four years with a grade of B or higher.

## **MBAC 618 Visual Analytics with Tableau (3 semester hours)**

You will learn visual display principles for identifying patterns and trends in data and effective storytelling, to generate and communicate insights, and translate insights into actionable strategies. You will understand how to analyze different types of data from multiple perspectives using a variety of chart types in Tableau. You will be able to interactively link charts to create informative dashboards for gaining more comprehensive insight into the data. Special attention will be dedicated to communications skills in sharing insights and storytelling, so that viewers can easily understand and use the information. This course is designed for students with little or no experience with Tableau. Prerequisites: Completed or concurrent course in marketing at any level

## **MBAC 620 Global Marketing Strategy (3 semester hours)**

Concepts, principles, processes, and implications relevant to gaining competitive advantage in the global marketplace are examined. Topics include analysis of the company environment, identification of the company's competitive strategy, assessment of segments and identifying target markets, entry and expansion into the global marketplace, development of global positioning and marketing strategies, and standardization and adaptation strategies. Also listed under MBAC 620. Prerequisite: MBAA 6040.

## **MBAC 621 Pricing Strategy (3 semester hours)**

The focus of this course is on the function of price as a driver of profit. Particular attention is given to the roles of customers, costs, and competitors as key concerns when developing pricing strategies. All aspects of pricing within the marketing and business environment are examined including theories and models of pricing strategy and common pricing techniques used in contemporary business practice. Theoretical elements from psychology, economics, accounting, and finance are addressed. Prerequisite: MBAA 6040.

## **MBAC 660 Marketing Strategy (3 semester hours)**

Includes an emphasis on development and implementation of marketing strategy and marketing planning. This course is designed to provide the student with advanced theoretical and practical approaches of those methodologies that lead toward survival and growth in the marketing and competitive environments. Marketing strategy concepts are reviewed in detail. Prerequisite: MBAA 6040.

## **MBAC 662 Product and Brand Management (3 semester hours)**

This class addresses important decisions faced by an organization. The objectives will be to increase an understanding of the important issues in planning and to provide the appropriate theories, models, and other tools to make better branding decisions. Emphasis is placed on understanding psychological principles at the consumer level that will improve managerial decision making with respect to brands. Prerequisite: MBAA 6040 or MBAA 6060.

## **MBAC 663 Business-to-Business Marketing (3 semester hours)**

Although firms market products and services to other organizations, rather than to final consumers, account for a majority of our economy, marketing was slow to acknowledge the importance of such exchanges. This course focuses on the analysis of issues emerging when the buyer is an organization. Topics include relationship marketing, organizational buying behavior, and marketing of technology. Prerequisite: MBAA 6040.

## **MBAC 664 Advertising and Promotional Strategy Advertising and Promotional Strategy (3 semester hours)**

The field of Integrated Marketing Communications (IMC) is a recognition of the need for firms to coordinate their various promotional activities and expenditures to achieve overall objectives. This course will cover advertising, public relations, sales promotions, and direct marketing theory and technique and their interrelationships. Students will develop a promotional strategy for an organization using complementary elements of each of these tools. Prerequisite: MBAA 6040.

## **MBAC 698 Special Studies (1-3 semester hours)**

Prerequisite: As designated by the MBA and MS Programs Office.

## **MBAC 699 Independent Studies (1-3 semester hours)**

Prerequisites: MBAA 601 and MBAA 603.