

DEPARTMENT OF MARKETING, MIS AND ENTREPRENEURSHIP

Contacts: Dr. Avinandan Mukherjee, Dean; Dr. Jeffrey Archambault, Associate Dean for Academic Programs; Dr. Nancy Lankton, Associate Dean for Accreditation and Strategic Initiatives
Website: <http://www.marshall.edu/cob> (<http://www.marshall.edu/cob/>)

Overview

Programs

- Entrepreneurship, B.B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/entrepreneurship-bba/>)
- Entrepreneurship, Minor for Business Majors (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/entrepreneurship-minor-business-majors/>)
- Entrepreneurship, Minor for Non-Business Majors (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/entrepreneurship-minor-non-business-majors/>)
- Hospitality and Tourism Marketing, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/hospitality-and-tourism-marketing-minor/>)
- Management Information System, B.B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/management-information-system-bba/>)
- Management Information Systems, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/management-information-systems-minor/>)
- Marketing, B.B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/marketing-bba/>)
- Marketing, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/marketing-mis-entrepreneurship/marketing-minor/>)

Courses

 - General Education Course

Entrepreneurship

ENT 220 Creativity & Innovation **3 Credit hours**
Introduction to creativity theory, including exposure to basic frameworks, concepts, and obstacles to creativity. Through practical application, the relationships between creativity, innovation and entrepreneurship are explored.
Grade Mode: Normal Grading Mode

ENT 280 Special Topics Special topics in entrepreneurship. Grade Mode: Normal Grading Mode	1-4 Credit hours
ENT 281 Special Topics Special topics in entrepreneurship. Grade Mode: Normal Grading Mode	1-4 Credit hours
ENT 282 Special Topics Special topics in entrepreneurship. Grade Mode: Normal Grading Mode	1-4 Credit hours
ENT 283 Special Topics Special topics in entrepreneurship. Grade Mode: Normal Grading Mode	1-4 Credit hours
ENT 284 Special Topics Special topics in entrepreneurship. Grade Mode: Normal Grading Mode	1-4 Credit hours
ENT 320 Marketing for Entrepreneurs Survey of inbound digital marketing strategies that are cost effective for small firms and start-ups. Strategies include search engine optimization and content marketing. Grade Mode: Normal Grading Mode	3 Credit hours
ENT 340 Business Models for Start-Ups Identification and evaluation of business opportunities; Systematic analysis and design of critical start-up business components. Pre-req: ENT 220 with a minimum grade of D and ENT 360 with a minimum grade of D. Grade Mode: Normal Grading Mode	3 Credit hours
ENT 350 The Startup Experience An experiential learning course, students will complete a portion of this course as an apprentice at a new or small business followed by experience starting an online business. (PR: MGT 360) Pre-req: MGT 360 with a minimum grade of D or ENT 360 with a minimum grade of D. Grade Mode: Normal Grading Mode	3 Credit hours
ENT 360 Intro to Entrepreneurship A study of the functions, techniques and problems of management of the small business enterprise as opposed to the large-scale corporate situation. The day section, in cooperation with the U.S. Small Business Administration, provides students with field experience as management consultants to an area small business. Pre-req: MGT 320 with a minimum grade of D or MGT 320H with a minimum grade of D or MKT 340 with a minimum grade of D. Grade Mode: Normal Grading Mode	3 Credit hours
ENT 370 Dilemmas & Debates in Entrp Refereed by a faculty member, students will engage with entrepreneurs to discuss issues relevant to new ventures including partnerships, working with family, debt, ethical dilemmas, and customer issues. Pre-req: MGT 360. Grade Mode: Normal Grading Mode	3 Credit hours
ENT 380 Social Entrepreneurship Introduces students to social entrepreneurship, social venture models, and funding options including philanthropy, government funding, and income generating, self-sustaining business models. Pre-req: MGT 360 with a minimum grade of D or ENT 360 with a minimum grade of D. Grade Mode: Normal Grading Mode	3 Credit hours

ENT 410 Corporate Intrapreneurship 3 Credit hours

Application of entrepreneurial mindset, behavior, and capability to the development of new opportunities within an existing organization.

Pre-req: ENT 220 with a minimum grade of D and ENT 360 with a minimum grade of D.

Grade Mode: Normal Grading Mode

ENT 467 Strategic Entrepreneurship 3 Credit hours

Lean startup and strategic thinking from both causation and effectuation viewpoints utilizing interdisciplinary skills to develop an original business concept, model, and plan. Capstone course.

Pre-req: ENT 350 with a minimum grade of D.

Attributes: Capstone Course

Grade Mode: Normal Grading Mode

ENT 469 New Venture Launch 3 Credit hours

Working with advisor and mentors, students start their own ventures, develop prototypes (or service simulation), conduct market test, pivot on their original plans, and pitch ideas to local entrepreneur community.

Pre-req: ENG 467.

Grade Mode: Normal Grading Mode

ENT 471 Social Enterprise Practicum 3 Credit hours

Supervised field experience in a social enterprise for a minimum of 200 clock hours. Regular conferences with instructor and weekly progress reports.

Pre-req: ENG 471.

Grade Mode: Normal Grading Mode

ENT 472 New Venture Practicum 3 Credit hours

Supervised field experience in a new or existing venture for a minimum of 200 clock hours. Regular conferences with instructor and weekly progress reports.

Pre-req: ENT 467.

Grade Mode: Normal Grading Mode

ENT 480 Special Topics 1-4 Credit hours

Study of an advanced topic not normally covered in other courses.

Grade Mode: Normal Grading Mode

ENT 481 Special Topics 1-4 Credit hours

Study of an advanced topic not normally covered in other courses.

Grade Mode: Normal Grading Mode

ENT 482 Special Topics 1-4 Credit hours

Study of an advanced topic not normally covered in other courses.

Grade Mode: Normal Grading Mode

ENT 483 Special Topics 1-4 Credit hours

Study of an advanced topic not normally covered in other areas.

Grade Mode: Normal Grading Mode

ENT 484 Special Topics 1-4 Credit hours

Study of an advanced topic not normally covered in other areas.

Grade Mode: Normal Grading Mode

ENT 680 Entrepreneurship 3 Credit hours

The management of small business emphasizes how they are started and financed, how they produce and market their products and services and how they manage their human resources.

Grade Mode: Normal Grading Mode

Management Information Systems**MIS 200 Bus Computer Applications 3 Credit hours**

An introduction to computer applications in business, including spreadsheets, databases, presentation and word processing. Students also learn to integrate spreadsheet and database outputs into presentations and reports.

Grade Mode: Normal Grading Mode

MIS 290 Prin Management Info Systems 3 Credit hours

Introduction to the development, selection, use, and impact of information and communication technologies and systems in modern organizations and enterprises.

Grade Mode: Normal Grading Mode

MIS 300 Intro to Business Programming 3 Credit hours

Introduction to programming in a business context, emphasizing problem solving using basic programming logic and data structures, interface concepts, file and database access, and selection and use of development tools. (PR: MIS 290)

Pre-req: MIS 290 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MIS 307 Advanced Business Programming 3 Credit hours

Builds upon the business programming introduction with an emphasis on distributed, data-driven applications and higher order data structures (PR: MIS 300)

Pre-req: MIS 300.

Grade Mode: Normal Grading Mode

MIS 310 Bus Sys Analysis & Design 3 Credit hours

The course covers business application systems development, behavioral considerations in the: development process, feasibility assessment, requirement analysis, and communication skills. Emphasis on prototyping and fourth generation languages. (PR: Passing the COB Computer Literacy Test and any programming language)

Grade Mode: Normal Grading Mode

MIS 333 Bus Telecomm Sys 3 Credit hours

To understand the applications, concepts and management of telecommunications. Students will be exposed to network components and network operations. Emphasis will be on strategic business applications of telecommunication systems.

Grade Mode: Normal Grading Mode

MIS 340 Intro to Database Mgt Systems 3 Credit hours

Introduction to enterprise data administration emphasizing database environment and architecture, relational model and languages, database requirements, and modeling. Introduction to the use of a database management system.

Grade Mode: Normal Grading Mode

MIS 350 E-Commerce Systems 3 Credit hours

E-Commerce from a management and socio-technical perspective emphasizing current technologies and issues, including internet-enabled business models, legal and social issues. PR: MIS 290 or permission of COB advising office.

Grade Mode: Normal Grading Mode

MIS 360 Intro to Bus Intel & Analytics	3 Credit hours	MIS 482 Special Topics	1-4 Credit hours
Introduction to the field of business intelligence & analytics, introducing the use of big data, statistical, quantitative analysis, exploratory and predictive models, and fact-based management to drive decisions and actions.		Grade Mode: Normal Grading Mode	
Pre-req: MGT 218 with a minimum grade of D and MIS 290 with a minimum grade of D.		MIS 483 Special Topics	1-4 Credit hours
Co-req: MIS 340		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		MIS 485 Independent Study	1-4 Credit hours
		Grade Mode: Normal Grading Mode	
MIS 400 MIS Practicum	1-3 Credit hours	MIS 486 Independent Study	1-4 Credit hours
Students explore career interests, while applying classroom knowledge and skills, gaining a clearer sense of what they still need to learn and an opportunity to build professional networks.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		MIS 487 Independent Study	1-4 Credit hours
		Grade Mode: Normal Grading Mode	
MIS 411 App Sys Anlyn & Dsgn	3 Credit hours	MIS 488 Independent Study	1-4 Credit hours
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MIS 412 Enterprise Systems	3 Credit hours	MIS 490 Internship	3-12 Credit hours
A study of cross-functional and process-oriented information systems. Topics to include business process management, supply-chain, and relationship management systems. PR: MIS 290 or permission of COB advising office.		Grade Mode: Credit/No Credit Grade Only	
Pre-req: MIS 290.		MIS 600 Management Information Systems	3 Credit hours
Grade Mode: Normal Grading Mode		The course examines personal, work group, and enterprise information systems with respect to their value, their components, and the process of developing them.	
		Grade Mode: Normal Grading Mode	
MIS 415 Emerging Info & Comm Tech	3 Credit hours	MIS 605 Systems Analysis and Design	3 Credit hours
A study of emerging information and communication technologies in a business and organizational context. PR: MIS 290 or permission of COB advising office.		Introduction to information systems from system implementor's viewpoint; information systems life cycle; techniques of analysis; data dictionaries and data flow diagrams; computer-oriented system description. (PR: Admission to program)	
Pre-req: MIS 290.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		MIS 610 Systems Quality Assurance	3 Credit hours
		This course will cover the steps in developing enterprise IT policies, standards, guidelines and procedures while ensuring quality and compliance responsible for the design, implementation, and evaluation, and monitoring of a comprehensive system. Physical design of information systems; hardware selection; software design; database considerations; program development; software structuring techniques; cost/performance trade-offs; system implementation; evaluation and optimization techniques.	
MIS 420 Info Security Management	3 Credit hours	Pre-req: MIS 605 with a minimum grade of D.	
A study of information security risk analysis and assessment; threats to information security; defense measures; and legal, privacy, and ethical issues in information security.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		MIS 621 Information Structures I	3 Credit hours
		Representation and manipulation of numeric and non-numeric information, linear lists, strings, multilinked structures; sorting and searching; storage management; data structures in programming language. Relevant aspects of discrete mathematics.	
MIS 470 Business Sys Proj Mgt	3 Credit hours	Grade Mode: Normal Grading Mode	
Project management for information and process-oriented organizational systems. Tools, techniques, feasibility, post-project evaluation, information and knowledge exchange, change and vendor management. (PR:290/permission of COB)		MIS 622 Emerging Tech in Info Systems	3 Credit hours
Grade Mode: Normal Grading Mode		This course will explore the emerging technologies in information systems. These technologies are generally new but include older technologies that are still controversial and relatively undeveloped in potential. A continuation of MIS 621. Tree, graph, and set structures; file structures for secondary storage; aspects of discrete mathematics.	
		Pre-req: MIS 621 with a minimum grade of D.	
MIS 475  Strat Management Info Systems	3 Credit hours	Grade Mode: Normal Grading Mode	
A capstone course for management majors. Emphasis will be on creating and using information systems to give businesses a competitive advantage and provide strategic support for all levels of management.		MIS 623 Database Management	3 Credit hours
Attributes: Capstone Course		Review of information structures and of relationships among data elements and objects. Relational database theory; design and organization of databases, retrieval structures, and query mechanisms.	
Grade Mode: Normal Grading Mode		Pre-req: MIS 621 with a minimum grade of D.	
		Grade Mode: Normal Grading Mode	
MIS 476 Bus Intel & Analytics Project	3 Credit hours		
A capstone project in business intelligence & analytics. Principles of business intelligence & analytics as applied to the development of a comprehensive, multi-disciplinary business intelligence and analytics project.			
Pre-req: MIS 460.			
Grade Mode: Normal Grading Mode			
MIS 480 Special Topics	1-4 Credit hours		
Grade Mode: Normal Grading Mode			
MIS 481 Special Topics	1-4 Credit hours		
Grade Mode: Normal Grading Mode			

MIS 624 Data Warehousing 3 Credit hours

A hand-on introduction to the concepts and techniques of data warehousing and data mining.

Pre-req: MIS 623 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MIS 647 IT Disaster Plan and Recovery 3 Credit hours

This course provides the skills necessary to manage IT disaster recovery planning. The course focuses on the protection of information. Students will analyze risk, design a plan, and explore available technologies.

Grade Mode: Normal Grading Mode

MIS 650 Special Topics 1-4 Credit hours

Permission of the division head and full MBA admission.

Grade Mode: Normal Grading Mode

MIS 651 Special Topics 1-4 Credit hours

Permission of the division head and full MBA admission

Grade Mode: Normal Grading Mode

MIS 678 Management Infor Systems 3 Credit hours

To familiarize students with the characteristics and functions of management information systems, as well as the benefits, limitations, and applications for advanced management information systems.

Grade Mode: Normal Grading Mode

MIS 680 Health Comm Telematics 3 Credit hours

A presentation and analysis of the primary and emerging technological means of communication, collaboration, and information search and retrieval within the healthcare and medical fields.

Grade Mode: Normal Grading Mode

MIS 681 Thesis 1-6 Credit hours

Investigate a research problem of theoretical interest and practical value under mentorship of a management information systems faculty.

Grade Mode: Credit/No Credit Grade Only

MIS 685 Bus Intel/Analytics 3 Credit hours

Introduction to methods to improve fact-based managerial decision making. Focus on analytics types and data manipulation to discover patterns and generate information associated with products and services.

Pre-req: MIS 678.

Grade Mode: Normal Grading Mode

Marketing

MKT 231 Principles of Selling 3 Credit hours

Elements of professional personal selling from prospecting through follow-up designed for individuals preparing for a career in sales/marketing and those desiring skills to influence, persuade, or lead others.

Grade Mode: Normal Grading Mode

MKT 340 MKT Concepts and Applications 3 Credit hours

Introduction to marketing as the central activity of organizations in creating exchanges with customers. Focuses on strategies related to environmental opportunities and threats using product, price, promotion and distribution tools.

Grade Mode: Normal Grading Mode

MKT 341 Integrated MKT Communications 3 Credit hours

A managerial analysis of the principles and practices of the promotion mix from the viewpoints of the consumer, the firm, the industry, and the macroenvironment.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 344 Retail Management 3 Credit hours

Management of retail establishments including successful retail merchandising, stock control, buying, pricing, marketing, advertising, promotion, displaying, credit, and selling of goods and/or services.

Pre-req: MKT 340 with a minimum grade of D and (ACC 215 with a minimum grade of D or ACC 310 with a minimum grade of D).

Grade Mode: Normal Grading Mode

MKT 345 Hospitality & Tour Marketing 3 Credit hours

Acquaint students with the marketing functions within the hospitality and tourism industry to develop effective marketing plans and gain an understanding of hospitality and tourism consumer behavior.

Grade Mode: Normal Grading Mode

MKT 349 Prin Domestic Transport 3 Credit hours

Introduction to the history, economics, and regulation of U.S. domestic motor, rail, air and pipeline transportation. Particular emphasis is placed upon the significance of transportation to the development of the United States and today's economy.

Grade Mode: Normal Grading Mode

MKT 350 Supply Chain Logistics 3 Credit hours

A supply chain approach is used to explain activities that create an efficient flow of products from point of origin to point of consumption in order to satisfy customer requirements.

Grade Mode: Normal Grading Mode

MKT 371  International Marketing 3 Credit hours

A study of marketing across national borders. Emphasis is placed on international environments, methods of entry, and marketing mix development, including the conflict between standardization and adaptation.

Pre-req: MKT 340 with a minimum grade of D.

Attributes: International

Grade Mode: Normal Grading Mode

MKT 375 Business to Business Marketing 3 Credit hours

Study of marketing products and services to business, institutions and government. Focus on organizational buying, market planning and development of marketing mix. (Prerequisite: MKT 340)

Grade Mode: Normal Grading Mode

MKT 400 Social Media Marketing 3 Credit hours

Social media as a marketing function: Students will gain the knowledge and skills necessary to engage and service the customer and explore the strategic use of current social media platforms.

Pre-req: MKT 340.

Grade Mode: Normal Grading Mode

MKT 425 Marketing Analytics 3 Credit hours

Students analyze data to make marketing decisions regarding segmentation and target market selection, product positioning, brand choice, customer relationship management, pricing, customer lifetime value, and other areas.

Pre-req: MGT 218 with a minimum grade of D and MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 430 Digital Marketing	3 Credit hours	MKT 465 Strategic Marketing	3 Credit hours
Introduction to Google AdWords, Google Analytics, search engine optimization (SEO), website design, content and email marketing.		Capstone integrated study of marketing for decision making. Emphasis on the application of marketing principles and concepts for the purpose of developing, analyzing, and modifying marketing plans and strategy. (PR: MKT 340 and Senior Standing).	
Pre-req: MKT 340.		Pre-req: MKT 231 with a minimum grade of D and MKT 437 with a minimum grade of D and MKT 442 with a minimum grade of D.	
Grade Mode: Normal Grading Mode		Attributes: Capstone Course	
MKT 435 Internet Marketing	3 Credit hours	Grade Mode: Normal Grading Mode	
Introduction to Internet as a sales and marketing tool, web page development, strategic planning for e-commerce, non-Internet functions which support e-commerce, and integration of e-commerce into conventional MKT mix.		MKT 480 Special Topics	1-4 Credit hours
Pre-req: (MKT 340 or MKT 340E).		Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MKT 437 Consumer Behavior	3 Credit hours	MKT 481 Special Topics	1-4 Credit hours
Acquaints the student with individual and group behavior as it pertains to consumer activity. Theories and findings in the behavioral sciences, as well as those set forth by the marketing scholars, are examined so as to understand the behavioral patterns of consumers. Cultural, social, and psychological influences are considered, in addition to the traditional economic interpretations. The stress of the course is on incorporating these data into the managing of the marketing effort.		Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MKT 440 Sales Management	3 Credit hours	MKT 482 Special Topics	1-4 Credit hours
An exploration of the duties and activities of sales managers. Topics typically include planning and forecasting as well as organizing, staffing, training, compensating, motivating, and evaluating the sales force. (PR: MKT 340)		Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.	
Pre-req: MKT 340 or MKT 340E.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		MKT 485 Independent Study	1-4 Credit hours
MKT 442 Market Research	3 Credit hours	Pre-req: MKT 442 and MKT 231 and MKT 437.	
Scope and importance of market and distribution research; product, package, brand analysis and social impact; consumer, industrial and institutional surveys, quantitative and qualitative analysis of market data; situation analysis, sampling, tabulation and presentation methods.		Grade Mode: Normal Grading Mode	
Pre-req: (MKT 340 with a minimum grade of D or MKT 340H with a minimum grade of D) and (MGT 218 with a minimum grade of D or MTH 225 with a minimum grade of D or STA 225 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).		MKT 486 Independent Study	1-4 Credit hours
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MKT 445 Services Marketing	3 Credit hours	MKT 490 Internship	3-12 Credit hours
Examination of the marketing of services offered by business and non-business organizations with particular emphasis on the unique aspect of the services marketing mix and the implementation of service strategy. (Prerequisite: MKT 340)		A supervised experience in which the student works for a business firm/agency to gain practical experience by completing a defined work program. Student performance is evaluated. This course may not be used as a marketing elective.	
Grade Mode: Normal Grading Mode		Grade Mode: Credit/No Credit Grade Only	
MKT 449 Transport Law/Pub Policy	3 Credit hours	MKT 511 Marketing and Management	3 Credit hours
Comprehensive review of the regulation of carriers and transportation regulatory acts, functions of the procedure before the several regulatory commissions.		A comprehensive survey of the fundamental principles of management and marketing applicable to all organizations. Provides the student with a basis for analyzing appropriate situations in a management/marketing framework.	
Pre-req: ACC 216 with a minimum grade of D and (MGT 218 with a minimum grade of D or MGT 318 with a minimum grade of D or MTH 225 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		MKT 580 Special Topics	1-4 Credit hours
		Grade Mode: Normal Grading Mode	
		MKT 581 Special Topics	1-4 Credit hours
		Grade Mode: Normal Grading Mode	
		MKT 600 Marketing Management	3 Credit hours
		Grade Mode: Normal Grading Mode	
		MKT 610 Mkt/Nonprofit Organizations	3 Credit hours
		Grade Mode: Normal Grading Mode	
		MKT 625 Hosp and Tourism Marketing	3 Credit hours
		Examination of marketing principles and the unique aspects of services marketing for the purpose of strategic decision making, marketing management and developing marketing plans in the tourism and hospitality industry.	
		Grade Mode: Normal Grading Mode	
		MKT 650 Special Topics	1-4 Credit hours
		Pre-req: MKT 501.	
		Grade Mode: Normal Grading Mode	

MKT 651 Special Topics 1-3 Credit hours**Grade Mode:** Normal Grading Mode**MKT 660 Independent Study 1-4 Credit hours****Pre-req:** MKT 682.**Grade Mode:** Normal Grading Mode**MKT 681 Thesis 1-6 Credit hours****Grade Mode:** Normal Grading Mode**MKT 682 Adv Marketing Management 3 Credit hours**

An integrated approach to marketing from a managerial point of view-making use of economic, quantitative, and behavioral concepts in analyzing and developing a framework for the decision-making and implementation of the firm's marketing program.

Pre-req: MKT 511.**Grade Mode:** Normal Grading Mode**MKT 683 Adv Marketing Research 3 Credit hours**

A study of research methods and procedures used in the marketing process; emphasis will be given to the sources of market data, sampling, preparation of questionnaires, collection and interpretation of data.

Pre-req: MKT 682 and MGT 601.**Grade Mode:** Normal Grading Mode**MKT 684 Global Marketing 3 Credit hours**

This course provides a decision-oriented approach to global marketing; focus will be placed on market entry strategies, segmentation techniques, and marketing mix decisions in a multi-national environment.

Grade Mode: Normal Grading Mode**MKT 685 Marketing Problems 3 Credit hours**

Determination of the marketing mix within the framework of the problem-solving and decision-making process.

Pre-req: MKT 682.**Grade Mode:** Normal Grading Mode**MKT 686 IMC for Prof Services 3 Credit hours**

The importance and application of integrated marketing communications in marketing professional services are examined. Information is drawn from business and other areas of study and experiential learning activities are incorporated.

Pre-req: MKT 501.**Grade Mode:** Normal Grading Mode**MKT 698 Independent Study in Marketing 1-3 Credit hours****Grade Mode:** Normal Grading Mode**MKT 749 Research Paper 3 Credit hours****Grade Mode:** Normal Grading Mode**MKT 797 THESIS 6 Credit hours****Grade Mode:** Normal Grading Mode