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Course Descriptions

MRKT 5000 Foundations of Marketing Strategic Thinking (3)

This survey course is an applied-based introduction to the process of strategic decision-making within the marketing functions of an organization. The goal of this course is to assist students in advancing their ability to determine and employ effective goals, strategies and tactics which create (i.e. market oriented) and capture (i.e. organization oriented) value. The course topics include: market sensing; marketing strategy; buyer/consumer behavior; segmentation, targeting and competitive positioning; market mix goals, strategies and tactics. There is an additional course fee of $50.

MRKT 5500 Professional Seminars (1-3)

Students participate in seminars designed to examine contemporary issues in marketing. The professional seminar supplements the core and elective courses in the area of marketing by focusing on issues of current and special interest. This course may not be completed as directed study. May be repeated for credit if content differs. Graduate students may apply a maximum of 3 credit hours of these seminars as electives to meet the credit-hour requirements for graduation.

MRKT 5520 Consumer Behavior (3)

The course includes an analysis of consumer motivation, buyer behavior and perceptions, market adjustment, and product innovation relative to current theories of consumer market behavior and product reactions. Communication vehicles necessary to target specific marketing strategies to address unique consumer buying behavior traits are an integral part of this course. **Prerequisite**: MRKT 5000.

MRKT 5550 Sales Management (3)

This course is designed to help the students become familiar with the theory, concepts, terminology, and problem-solving techniques used in sales and how sales are an important part of the overall promotion plan. In addition, the student will be given insight into how a successful salesperson communicates, including an analysis of consumer buying behavior. **Prerequisite**: MRKT 5000.

MRKT 5570 Marketing in Electronic Commerce (3)

This course will focus on the strategy involved to market products and services in the age of electronic commerce. Specific emphasis will be placed upon understanding the paradigm shift that the internet has created in business and marketing's role in that shift. Both consumer and business-to-business applications will be discussed as well as topics such as website functionality, search engine optimization, and the use of social media.

MRKT 5610 Marketing Channel Management (3)

The student studies distribution processes and institutional structures as subsystems of marketing strategy. Focus is on channel structure, product assortment considerations, promotional activities, pricing strategies, and physical logistics necessary to achieve channel objectives. Governmental, economic, and competitive aspects affecting channel management are included. **Prerequisite**: MRKT 5000.

MRKT 5690 Pricing Strategies (3)

Students study pricing theory in-depth as it applies to marketing strategy decisions. This course includes study of the impact of pricing decisions on income statement performance, gross margins, contribution margin results, and price changes on profitability. **Prerequisite**: MRKT 5000.

MRKT 5720 Promotional Management (3)

Students examine the use of all available promotional vehicles to communicate to potential customers the messages that support the objectives of the marketing plan. Each of the four elements of the promotion mix is covered: advertising, publicity, sales promotion, and personal selling. Specific focus is applied to building differentiated value perceptions in the customers in relation to competitors' products. **Prerequisite**: MRKT 5000.

MRKT 5730 International Marketing (3)

Students are exposed to several aspects of international marketing. This includes the international marketing environment and the international marketing mix — product, pricing, distribution, promotion — as well as emerging issues in international trade such as trading blocs, trade barriers, and standardization/adaptation. **Prerequisite**: MRKT 5000 or permission of the instructor.

MRKT 5740 Management of Digital Marketing (3)

This course examines the management of digital marketing including strategy, implementation and executional considerations. Participants will acquire the fundamental knowledge of how to formulate an integrated digital marketing plan through a combination of lecture, case studies, and course projects. **Prerequisite**: MRKT 5000.

MRKT 5750 Management of Social Media (3)

Students examine tactical and strategic processes necessary for utilizing social media to engage customers and develop markets. Emphasis is placed on measuring and tracking effectiveness of social media marketing strategies. **Prerequisites**: MRKT 5000 and MRKT 5740.

MRKT 5790 Digital Marketing Strategy (3)

The course will allow students to strategically integrate the skills and knowledge from the prerequisite courses (listed below). This will be accomplished through a combination of lecture, case studies, and course projects. Successful students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy from formulation to implementation. **Prerequisites**: MRKT 5740, MRKT 5750 and MRKT 5895.

MRKT 5850 Marketing Research (3)

Students examine the application of research in gathering and analyzing information to forecast and control marketing activities. Problem formulation, procedures of research techniques, and application of tools and models to improve marketing decisions are covered in depth. This course includes a statistics component. Emphasis is given to acquiring and analyzing marketing

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information, understanding primary and secondary sources of information, and survey research techniques. Attention is given to improve techniques and criteria for identifying and selecting markets, and the usefulness of marketing data is evaluated. This course is presented from a viewpoint of a consumer of marketing research, rather than a practitioner of marketing research. **Prerequisites**: MRKT 5000, MRKT 5890 or BUSN 5760.

MRKT 5890 Marketing Statistics (3)

The student examines the application of statistical analysis to marketing decisions. Descriptive statistics, probability theory, sampling theory, statistical inference, and techniques of statistical analysis are included, especially as they apply to real-life marketing decisions in business. MBA students should take MRKT 5890. Students who have completed BUSN 5760 may not enroll in MRKT 5890. MBA students who are taking an emphasis in marketing and who take BUSN 5760 can substitute that course for MRKT 5890. **Prerequisite**: MRKT 5000.

MRKT 5895 Marketing Analytics (3)

The overarching purpose of this course is to convey the benefits of a systematic and analytical approach to marketing decision-making. Further, students will learn to build skills, acquire knowledge and develop attributes necessary to undertaking such marketing analysis. This course will prepare individuals who (1) appreciate the importance of competitive advantages leveraged by analytics: (2) understand the existence of the tools, the advantages and limitations of each tool; and (3) can apply these tools, interpret the input and communicate the output from these tools and models and apply them to assist business decisions. **Prerequisites**: MRKT 5000 or equivalent and BUSN 5760 or MRKT 5890.

MRKT 5960 Marketing Management (3)

The student examines the life cycle management of a product from inception to the point where it is no longer offered. Specific topics covered in the course include the product development cycle, product assortment decisions, branding, pricing, and others that make up the marketing mix and that are dynamic throughout the product life cycle. Specific emphasis is placed on identifying marketing problems, investigating alternative solutions, and rendering appropriate strategies and decisions. Techniques associated with situational analysis of problems are stressed. **Prerequisites**: At least four courses (12 credit hours) from the MS in marketing program must be completed with a B- or better.

MRKT 5990 Strategic Market Planning (3)

This course is designed to develop the student’s ability to effectively assemble an entire strategic and tactical market plan. The student prepares strategic and tactical market plans for a consumer product, an industrial product, and a specific service. The entire concept of marketing is employed in this course, relating to the three basic areas of marketing applications: consumer goods, industrial goods, and services. The specific differences between strategic and tactical planning are covered in depth. This course stresses market planning rather than problem solving. **Prerequisite**: MRKT 5960.

MRKT 6000 Integrated Studies in Marketing (3)

The student is expected to synthesize and integrate the learning experiences acquired in marketing and to evaluate the research and current topics relative to this major. Techniques used to accomplish these goals may vary. **Prerequisite**: Completion of all other required courses in this major.

MRKT 6250 Thesis (6)

The student completes a marketing thesis project under the supervision of a faculty thesis supervisor and one other faculty member. The thesis option is recommended for those considering graduate study at the doctoral level. All theses must follow university guidelines and be deposited in the Webster University library. Proposal forms are available from the department website. Students must secure approval of their proposal from the academic director or coordinator of the program at the site where the thesis is to be done. General policy expects proposals to be submitted before the 24th credit hour is completed. **Prerequisites**: Completion of all core course requirements for their major, as well as any specific prerequisite course specified for the thesis course. A thesis may not be substituted for any core course or for any capstone course requirement for the student's field of study.

MRKT 6300 Marketing Analytics Integrated Practicum (3)

This capstone practicum serves as the integrative culminating experience for the graduate marketing analytics emphasis, bridging the technical rigors with the strategic frameworks. Students will engage in a hands-on exploration of how descriptive and predictive analytics integrate with Enterprise Resource Planning (ERP) systems to drive marketing-led growth.

Applying Business Intelligence (BI) concepts — including big data principles, regression modeling multidimensional scaling, and ETL processes — students will utilize various platforms like Power BI to analyze complex consumer transactional data. The course emphasizes the "Information vs. Insights" pipeline, requiring students to not only execute technical procedures like cluster and conjoint analysis but also to effectively communicate resulting insights that support broader organizational efforts. Through a comprehensive system-based project, students will demonstrate mastery in developing, evaluating, and translating analytical efforts into viable marketing strategies to optimize enterprise operations. **Prerequisites**: CSBU 5320, CSDA 5310 and CSBU 5420.

MRKT 6500 Marketing Internship (1-6)

This course is designed to enhance the graduate marketing curriculum. Along with a faculty internship coordinator, students play an instrumental role in creating an experience that blends coursework knowledge with practical knowledge by working with a host organization under the supervision of a qualified professional. All work performed for the purpose of satisfying the requirements of the internship program must in some way relate to the field of marketing.

MRKT 9950 Travel Course-Issues in Marketing (3)

Current and significant issues in marketing are examined. Course content focuses on existing theories and practices, with emphasis given to new and emerging topics in the field. This course includes a mandatory short-term travel component. May be repeated for credit if content differs.