MAR 5805 Problems and Methods in Marketing Management 3 Credits
Grading Scheme: Letter Grade
Concepts and techniques for resolving marketing management problems through the case method.

MAR 5806 Problems and Methods in Marketing Management 2 Credits
Grading Scheme: Letter Grade
Concepts and techniques for resolving marketing management problems through the case method.

MAR 6157 International Marketing 2 Credits
Grading Scheme: Letter Grade

MAR 6237 The Art and Science of Pricing 2 Credits
Grading Scheme: Letter Grade
Providing students with a good understanding of the strategy and tactics for an effective pricing decision. By the end of the course, students will be able to explain underlying mechanisms for the current pricing practices and apply their knowledge in improving pricing decisions.
Prerequisite: MBA students.

MAR 6256 Strategy and Tactics of Pricing 3 Credits
Grading Scheme: Letter Grade
Providing students with a good understanding of the strategy and tactics for an effective pricing decision. By the end of the course, students will be able to explain underlying mechanisms for the current pricing practices and apply their knowledge in improving pricing decisions.
Prerequisite: MBA students.

MAR 6335 Building and Managing Brand Equity 2 Credits
Grading Scheme: Letter Grade
Product and brand management decisions needed to build, measure, and manage branded equity. Focal objectives are to increase understanding of important issues in planning and evaluating brand strategies and to provide the appropriate theories, models, and other tools to make better branding decisions.
Prerequisite: QMB 5304, QMB 5305, MAR 5805.

MAR 6456 Business-to-Business Marketing 2 Credits
Grading Scheme: Letter Grade
Strategy concepts for marketing products and services to other businesses; institutions such as hospitals and universities, and government. Role of marketing strategy as part of overall business strategy. Developing and launching new products, managing channels of distribution and sales forces, and building and maintaining alliances and partnerships.
Prerequisite: MAR 5805.

MAR 6507 Customer Insights and Analysis 3 Credits
Grading Scheme: Letter Grade
This course is designed to inform future managers, analysts, consultants, and advisors of insights on customers’ behaviors, with an emphasis on leveraging these insights to develop evidence-based solutions that change customer behavior.

MAR 6508 Customer Analysis 2 Credits
Grading Scheme: Letter Grade
Theory and research in the behavioral and social sciences applied to individual and aggregate behavior of consumers.
Prerequisite: MAR 5806. Designed for M.B.A. students.

MAR 6601 Entrepreneurial Marketing I 2 Credits
Grading Scheme: Letter Grade
The first in a two-course sequence introducing an entrepreneurial perspective on markets and marketing. Approaches marketing as a vehicle for redefining business models and leading customers in ways that produce sustainable advantage. The roles within marketing of opportunity identification, innovation, risk-taking, resource leveraging, proactive behavior, and customer intensity are investigated.

MAR 6602 Entrepreneurial Marketing II 2 Credits
Grading Scheme: Letter Grade
The second in a two-course sequence. An examination of how a firm’s product/service mix, promotional approach, pricing methods, distribution efforts and customer service can be conceptualized, designed and implemented based on entrepreneurial principles. Attention devoted to guerilla, viral and buzz approaches to accomplishing market outcomes.

MAR 6646 Marketing Research for Managerial Decision Making 3 Credits
Grading Scheme: Letter Grade
Examination of approaches and methods of marketing research with particular attention given to the perspective of the marketing manager.
Prerequisite: MAR 5805 and QMB 5303. Designed for M.B.A. students.

MAR 6648 Marketing Research for Managerial Decision Making 2 Credits
Grading Scheme: Letter Grade
Examination of approaches and methods with particular attention given to the perspective of the marketing manager.
Prerequisite: MAR 5806 and QMB 5305. Designed for M.B.A. students.

MAR 6722 Web-Based Marketing 2 Credits
Grading Scheme: Letter Grade
Provides an understanding of the current online marketing environment and the strategies and tactics of web-based marketing.
Prerequisite: Master’s students in Warrington College of Business Administration and for students who either pursue a career in online business or have general interest in the current marketing environment. Designed for MBA students.

MAR 6816 Advanced Marketing Management (MBA) 3 Credits
Grading Scheme: Letter Grade
Advanced case course dealing with the wide range of strategic problems faced by the marketing manager.
Prerequisite: MAR 5805. Designed for M.B.A. students.

MAR 6818 Advanced Marketing Management 2 Credits
Grading Scheme: Letter Grade
Advanced cases dealing with the wide range of strategic problems faced by the marketing manager.
Prerequisite: MAR 5806.

MAR 6833 Product Development and Management 2 Credits
Grading Scheme: Letter Grade
Management of new product development process including identifying new product opportunities, product concept testing, market feasibility analysis, prototype development, market testing, and commercialization.
Prerequisite: Intended for masters students

MAR 6834 Marketing of Science and Technology 2 Credits
Grading Scheme: Letter Grade
Applying special marketing techniques and strategies to discoveries, inventions, and innovations embodied in products, services, and intellectual property. Emphasizes the particular characteristics of engineering- and science-driven market offerings.
Prerequisite: MAR 5806 or consent of instructor.
MAR 6835 Marketing of Science and Technology 3 Credits
Grading Scheme: Letter Grade
Applying specialized marketing techniques and strategies to discoveries, inventions, and innovations embodied in products, services, and intellectual property. Focuses on particular characteristics of engineering and science-driven market offerings.
Prerequisite: MAR 5805.

MAR 6837 Consumer-Centered Product Design 3 Credits
Grading Scheme: Letter Grade
Project-based. Elaboration on product-development model introduced in core marketing course. Focus on intersection of marketing, engineering, and design.

MAR 6838 Brand Management 3 Credits
Grading Scheme: Letter Grade
Focus on product and brand management decisions needed to build, measure, and manage brand equity. Both conceptual frameworks and financial metrics are emphasized.
Prerequisite: MAR 5805 or MAR 5806 or equivalents.

MAR 6839 Product Development and Management 3 Credits
Grading Scheme: Letter Grade
Provides students with a structured way of thinking about the new product development process from a marketing perspective.

MAR 6861 Customer Relationship Management 2 Credits
Grading Scheme: Letter Grade
Conceptual foundations, analytical techniques and marketing tactics for managing customer relationships.
Prerequisite: MAR 5806.

MAR 6862 Customer Relationship Management 3 Credits
Grading Scheme: Letter Grade
Acquiring, building, and maintaining mutually beneficial relationships with customers. The customer as a financial asset that companies should measure, manage, and maximize.

MAR 6905 Individual Work 1-4 Credits, Max 8 Credits
Grading Scheme: Letter Grade
Reading and/or research.
Prerequisite: departmental approval.

MAR 6910 Supervised Research 1-5 Credits, Max 5 Credits
Grading Scheme: S/U
Supervised Research

MAR 6930 Special Topics in Marketing 1-4 Credits, Max 16 Credits
Grading Scheme: Letter Grade
Selected topics in marketing management, research, or theory.
Prerequisite: consent of instructor.

MAR 6940 Supervised Teaching 1-5 Credits, Max 5 Credits
Grading Scheme: S/U
Supervised Teaching

MAR 6957 International Studies in Marketing 1-4 Credits, Max 12 Credits
Grading Scheme: S/U
International Studies in Marketing
Prerequisite: admission to approved study abroad program and departmental approval.

MAR 6971 Research for Master's Thesis 1-15 Credits
Grading Scheme: S/U
Research for Master's Thesis

MAR 7507 Perspectives on Consumer Behavior 3 Credits
Grading Scheme: Letter Grade
In-depth analysis of the field. Critically examines various theoretical and methodological approaches through marketing and consumer behavior literatures. Students must develop an original research project.
Prerequisite: graduate standing or consent of instructor.

MAR 7588 Consumer Information Processing and Decision Making 3 Credits
Grading Scheme: Letter Grade
In-depth treatment of consumer information processing and choice behavior as a function of psychological and environmental factors. Underlying concepts and theories of individual judgment and decision making; critical evaluation of research in this area.
Prerequisite: MAR 7507 or consent of instructor.

MAR 7589 Judgment and Decision Making 3 Credits
Grading Scheme: Letter Grade
Literature review related to psychology of judgment and decision making. Discussion of normative and descriptive theories of decision making and empirical evidence that speaks to those theories.
Prerequisite: consent of instructor.

MAR 7626 Multivariate Statistical Methods in Marketing 3 Credits
Grading Scheme: Letter Grade
Review of application of multivariate methods including multiple regression; factor discriminant and cluster analysis; and conjoint measurement to summarize and analyze marketing data.

MAR 7636 Research Methods in Marketing 3 Credits
Grading Scheme: Letter Grade
Experimental and quasi-experimental design; procedures for laboratory and field experiments; statistical conclusion, internal, external, and construct validity in research design; reliability and validity in measurement; creativity in hypothesis generation and theory testing in behavioral research.
Prerequisite: admission to Ph.D. in marketing or consent of instructor.

MAR 7666 Marketing Decision Models 3 Credits
Grading Scheme: Letter Grade
Development and implementation of model-based approaches to marketing decision making. Model-based analysis of advertising, pricing, promotion, distribution. Research project.
Prerequisite: ECO 7408 and departmental approval.

MAR 7786 Marketing Literature 3 Credits
Grading Scheme: Letter Grade
Literature review related to psychology of judgment and decision making. Discussion of normative and descriptive theories of decision making and empirical evidence that speaks to those theories.
Prerequisite: consent of instructor.

MAR 7507 Perspectives on Consumer Behavior 3 Credits
Grading Scheme: Letter Grade
In-depth analysis of the field. Critically examines various theoretical and methodological approaches through marketing and consumer behavior literatures. Students must develop an original research project.
Prerequisite: graduate standing or consent of instructor.

MAR 7588 Consumer Information Processing and Decision Making 3 Credits
Grading Scheme: Letter Grade
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Prerequisite: MAR 7507 or consent of instructor.

MAR 7589 Judgment and Decision Making 3 Credits
Grading Scheme: Letter Grade
Literature review related to psychology of judgment and decision making. Discussion of normative and descriptive theories of decision making and empirical evidence that speaks to those theories.
Prerequisite: consent of instructor.

MAR 7626 Multivariate Statistical Methods in Marketing 3 Credits
Grading Scheme: Letter Grade
Review of application of multivariate methods including multiple regression; factor discriminant and cluster analysis; and conjoint measurement to summarize and analyze marketing data.

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Prerequisite: admission to Ph.D. in marketing or consent of instructor.

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MAR 7636 Research Methods in Marketing 3 Credits
Grading Scheme: Letter Grade
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Prerequisite: admission to Ph.D. in marketing or consent of instructor.

MAR 7666 Marketing Decision Models 3 Credits
Grading Scheme: Letter Grade
Development and implementation of model-based approaches to marketing decision making. Model-based analysis of advertising, pricing, promotion, distribution. Research project.
Prerequisite: ECO 7408 and departmental approval.
MAR 7980 Research for Doctoral Dissertation 1-15 Credits
Grading Scheme: S/U
Research for Doctoral Dissertation