DEPARTMENT OF MARKETING

The Department of Marketing seeks to empower students with the knowledge and tools necessary to compete successfully in today's challenging global business environment. Ethical considerations, international aspects and cultural diversity topics are included throughout the department's programs of study. The department aims to offer high-quality teaching and a small-group learning environment. Through a variety of classroom and internship experiences, and global exchange programs, majors are prepared to apply academic concepts to business situations and also to use them as personal resources in planning their future. In addition, students are prepared to enhance their knowledge of the field through active pursuit of lifelong learning. In support of these objectives, the department offers resources to carry out and enhance faculty activities such as classroom teaching, supervision of internships and independent studies, individual and club advising, professional development, research and the ongoing development of these majors.

- Bachelor of Science in Marketing (http://catalog.qu.edu/business/marketing/marketing-bs/)
- Bachelor of Science in Biomedical Marketing (http://catalog.qu.edu/business/marketing/biomedical-marketing-bs/)
- Minor in Marketing (http://catalog.qu.edu/business/marketing/marketing-minor/)

Marketing (MK)

MK 030. Transfer Credit. 1-15 Credits.
Prerequisites: None
Offered: Every year, All

MK 201. Marketing Principles. 3 Credits.
This course surveys marketing from the decision-making point of view, with emphasis on the conceptual and analytical components of the subject, and a synthesis of new marketing concepts with economics, behavioral sciences and mathematics.
Prerequisites: None
Offered: Every year, All

MK 210. Consumer Behavior and Marketing Communications. 3 Credits.
Consumers play a central role in determining the fate of the firm's marketing efforts. This course draws on theories from psychology, sociology, anthropology and economics to understand consumption behaviors of individuals and groups. Current models of consumer behavior are surveyed, and students consider the strategic implications of marketing communications.
Prerequisites: Take MK 201.
Offered: Every year, Fall and Spring

MK 212. Consumer Behavior in Travel and Tourism.. 3 Credits.
This course considers consumer behavior in the context of travel and tourism. Students explore consumer theories associated with travel and perform exploratory research on global travel consumers. Students investigate sustainable travel initiatives and reflect on their own "inner tourist" through the lens of adventure travel.
Prerequisites: None
Offered: As needed

MK 300. Special Topics in Marketing. 3 Credits.
This course explores emerging issues in marketing. Topics vary depending on student interests and changes in the marketplace. Prerequisites vary by section. The course may be repeated for credit as course topics change.
Prerequisites: None
Offered: As needed

MK 320. Marketing Research. 3 Credits.
Students learn to understand and satisfy marketing managers' information needs: demand potential, competition, regulations and accepted procedures in relevant business/geographic areas. The course covers research design, quantitative and qualitative data collection, data analysis and implications of results. Written/oral reports are expected. This methodological course assumes a basic understanding of marketing in a global environment.
Prerequisites: Take MK 201 and one course from: MA 170, MA 206, MA 275 EC 272 or PS 206.
Offered: Every year, Fall and Spring

MK 321. Marketing Analytics. 3 Credits.
This course covers the use of regression analysis, cluster analysis, and automated machine learning in the development and evaluation of marketing strategy. Students are introduced to the basic elements of data visualization, market basket analysis, natural language processing, social network analysis and digital marketing analytics. Emerging technologies are addressed. Students leave with an understanding of marketing applications of advanced analytical techniques.
Prerequisites: Take MK 320
Offered: Every year, Fall and Spring

MK 322. Advanced Research Methodologies and Analytical Techniques. 3 Credits.
This course addresses advanced research methodologies and analytical techniques used in marketing and user experience research. Topics include experimental design and advanced data-analysis techniques. Students develop practical skills in the analysis of survey and experimental data and gain hands-on experience with state-of-the-art technologies.
Prerequisites: Take MK 320;
Offered: As needed

MK 324. Business-To-Business Marketing. 3 Credits.
This course examines the development of marketing strategies of firms that market to other firms or organizations. Integrating characteristics that distinguish business markets from consumer markets throughout the semester, topics include unique aspects of selecting target markets and elements of the marketing mix. Cases, projects, articles and exercises stress the problems facing actual business marketing firms today.
Prerequisites: Take MK 201.
Offered: Every year, Spring

MK 326. Fashion Marketing. 3 Credits.
This course introduces students to many facets of the fashion industry from the design of a product through the consumer purchase. The class covers several fashion-related topics including design elements; fashion psychology and consumer behavior; social media marketing; sustainable and ethical sourcing and disposal; fashion financials and analytics; retail merchandising and global fashion supply chains. Students also get to participate in an experiential project designed to allow them to create a marketing plan for a fashion business idea.
Prerequisites: Take MK 201.
Offered: Every year, Fall

MK 327. Fashion Buying and Merchandising. 3 Credits.
This course provides students with an understanding of the core functions of buyers and merchandisers in the fashion and beauty industry. Contemporary practices in design, buying, merchandising, importing and exporting, global supply chain management, and retail management are examined. Students learn to forecast trends by applying the data-driven analytics techniques used by professionals in the industry. The course relies on experiential learning activities to help students develop expertise in buying and merchandising.
Prerequisites: Take MK 201;
Offered: As needed

MK 328. Behavioral Research Fellowship. 3 Credits.
Over the course of the semester, each Research Fellow designs and carries out an independent research study in conjunction with a faculty member. The course covers advanced research techniques using state-of-the-art technologies. Students gain valuable hands-on experience by administering a variety of studies in the Marketing Insights and Behavioral Research Lab. Enrollment requires that instructor's approval. The course may be repeated for credit with instructor's approval.
Prerequisites: None
Offered: As needed

MK 332. Advertising and Integrated Brand Promotion. 3 Credits.
This course focuses on theory, application and practice of strategic marketing communications. Current practices in integrated brand promotion are examined including the strategic application of advertising and other promotional tools. Strategy and planning, copy and layout, media selection and scheduling, and budgeting are examined. Students gain experience in traditional and digital media.
Prerequisites: Take MK 201.
Offered: Every year, Fall and Spring

MK 333. Digital Marketing and Electronic Channels of Distribution. 3 Credits.
Digital marketing is rapidly evolving, and technological advances are changing channels of distribution in fundamental ways. This course examines the strategies and tactics that firms utilize to engage customers through digital, mobile, and search engine marketing. The strategic use of social media is explored. The role of the Internet as a channel of distribution is considered including the roles of channel members, channel performance evaluation, and logistics.
Prerequisites: Take MK 201.
Offered: Every year, Spring

MK 334. Product, Pricing and Distribution Strategy. 3 Credits.
New product development and strategic product management are examined. The design, evaluation and management of distribution channels are considered. Students learn to integrate economic, financial, legal and marketing principles to develop pricing strategy and evaluate the behavioral implications of pricing decisions.
Prerequisites: Take MK 201.
Offered: Every year, Spring

MK 339. Sales Forecasting. 3 Credits.
Survey of methods and techniques for sales forecasting, including time series analysis, correlation, exponential smoothing, judgment, and sales forces composite. Use of computer as an aid to forecasting.
Prerequisites: Take MK 270;

MK 350. Marketing History. 3 Credits.
This seminar examines the development of modern marketing in America from the mid-19th century through the 20th century. The course focuses on how pioneering entrepreneurs such as Kellogg, Sears, Heinz, Hershey and others created brands that became household names and in the process revolutionized marketing practice. Students discuss assigned readings, films and field trips. Research assignments and a term paper also need to be completed.
Prerequisites: Take MK 201.
Offered: As needed

MK 362. Sustainability, Marketing and Corporate Social Responsibility. 3 Credits.
Consumption and marketing are considered in the context of sustainability. Principles of sustainability marketing and corporate social responsibility are introduced. Core marketing concepts are leveraged to address sustainable development while supporting business growth and competitive advantage. Career opportunities in sustainability marketing are explored.
Prerequisites: None
Offered: As needed

MK 364. Sports and Entertainment Marketing. 3 Credits.
The multi-billion-dollar, global industries of sports and entertainment marketing are examined. Fundamental marketing concepts are applied to the ever-evolving landscape of sports and entertainment. Strategic brand partnerships, sponsorships, licensing, and talent marketing initiatives are developed to meet marketing objectives. Career opportunities in sports and entertainment marketing are explored.
Prerequisites: Take MK 201.
Offered: Every year, Fall

MK 383. Professional Selling and Sales Management. 3 Credits.
The study and application of skills required to sell products, services or ideas. Emphasis is on the development of an effective sales presentation focusing on the needs of the consumer or organization. The course stresses the importance of knowing the company and its products as well as the selling environment and customer. In addition, the issues involved in managing a sales force are addressed. These include sales planning and forecasting, selection, recruitment, training and compensation of salespeople and integration with other elements of the marketing mix.
Prerequisites: Take MK 201.
Offered: Every year, Fall

MK 401. Marketing Practicum. 3 Credits.
This course is the capstone experience for marketing majors and focuses on the integration of contemporary marketing practices to develop comprehensive marketing strategies. Students develop critical decision-making skills through the application of analytical tools in case studies, simulations, and hands-on learning opportunities. Critical thinking, teamwork, and effective communication are emphasized. Senior Standing is required.
Prerequisites: Take MK 320 and MK 334.
Offered: Every year, Spring

MK 495. Biomedical Marketing Internship. 3 Credits.
This internship is required of biomedical marketing majors and must be done with a company or institution that is related to biomedical products or services.
Prerequisites: Take MK 201.
Offered: As needed

MK 499. Independent Study in Marketing. 3-15 Credits.
Special topics courses involve advanced study of one or more areas within marketing. Subject matter will vary from year to year depending upon the interest of students and faculty. Fall, Spring, Summer
Prerequisites: None
Offered: As needed

MK 610. Research for Marketing and Business Decisions. 3 Credits.
The course provides a managerial approach to market research activities. The goal is to enable students to evaluate market research projects and to interpret and apply research information toward marketing decisions. The research process is discussed and qualitative as well as quantitative methodologies are systematically reviewed. Attention is paid to how to analyze and present research findings.
Prerequisites: Take MBA 645.
Offered: As needed

MK 611. Managing Marketing Communications. 3 Credits.
This course explores the many ways marketers communicate with other businesses and with consumers to inform and influence decision-making. The course introduces students to the philosophy, strategy and practices of integrated marketing communications (IMC). To effectively plan, implement and evaluate IMC programs requires an understanding of the firm's overall marketing strategy and process, insight into consumers' needs, grounding in communications theory, and a working knowledge of various IMC tools 150 including advertising, direct marketing, public relations, sales promotion, point-of-purchase displays and personal selling. Strategic and creative issues are covered.
Prerequisites: Take MBA 645.
Offered: As needed

MK 612. New Product Marketing. 3 Credits.
This course introduces students to the specialized areas, within marketing management, of product development, brand management and pricing strategy. The primary topic of the course is new product management. This includes strategic planning, idea generation, business analysis, design, testing and introduction of new products to market. Related topics are issues in brand management and pricing strategy and tactics.
Prerequisites: Take MBA 645.
Offered: As needed

MK 613. Marketing Planning. 3 Credits.
This course provides students with the tools to conduct analyses of markets for products and services and covers how to develop a marketing plan that includes goal definition, product strategy and positioning, description of the mix of marketing activities to achieve the objectives, contingency plans and controls.
Prerequisites: Take MBA 645.
Offered: As needed

MK 614. Agile Marketing. 3 Credits.
Agile marketing emphasizes flexibility, collaboration, and rapid iteration. It is based on the principles of agile management, which values customer collaboration, responding to change, and delivering working solutions quickly and frequently. This course covers the principles of agile marketing, the creation of cross-functional teams, the prioritization and management of projects using agile methodologies, and the evaluation of agile marketing campaigns. Students gain skills and knowledge to thrive in a rapidly changing marketing landscape, where the ability to adapt quickly and respond to customer needs is critical for success.
Prerequisites: Take MBA 645
Offered: As needed

MK 615. Managing Marketing Channels. 3 Credits.
This is an introduction to the design, evaluation and management of distribution channels. Topics include strategic issues in designing distribution channels, channel member roles, managing channel conflict, evaluation of channel performance, motivation of channel members, managing a hybrid mix of traditional and non-traditional channels, and channel logistics (transportation, inventory, materials handling and information management).
Prerequisites: Take MBA 645.
Offered: As needed

MK 616. Digital Marketing. 3 Credits.
This course introduces students to topics and issues employed by marketing managers as they develop and implement their digital marketing strategies. Topics include; marketing analytics, digital business models, digital marketing channels, search engine marketing, social media and mobile marketing. The class incorporates experiential learning opportunities which enable students to bridge the gap between marketing theory and managerial practice.
Prerequisites: Take MBA 645.
Offered: As needed

MK 618. Global Branding and Marketing. 3 Credits.
The class examines global brands created in different parts of the world including Africa, Asia, Europe, and the Americas. Topics include global market segmentation, understanding global consumers and markets, developing global market-entry strategies, using digital marketing technologies in global markets, understanding global logistics, supply chains and distribution channels, and developing financial projections associated with global branding. The class involves a combination of lectures and case studies to help students develop their skills in global branding and marketing. Students gain skills and knowledge to thrive in a rapidly changing global landscape.
Prerequisites: Take MBA 645
Offered: As needed

MK 619. Marketing Analytics. 3 Credits.
Topics covered in this course include market segmentation, marketing mix analysis, product bundle optimization and social network analysis. In addition, students are introduced to the basics of effective visual presentation of quantitative information. Weekly homework with real business data allows students to explore a variety of analytic techniques and answer actual problems. Students leave with a knowledge of a variety of advanced techniques, in-demand analytic reasoning skills, and an understanding of methodological debates, trade-offs, and resource allocation for data projects.
Prerequisites: Take MBA 645.
Offered: As needed

MK 620. Applied Consumer Behavior Research. 3 Credits.
This course provides a basic understanding of the major concepts and theories in consumer decision-making and behavior and how these can be used as the basis for empirical research on the way consumers process information, form preferences and make buying choices. This is a course in which theories from psychology, sociology and economics are applied to the study of consumer behavior.
Prerequisites: Take MBA 645.
Offered: As needed

MK 697. Special Topics in Marketing. 3 Credits.
This special topics course includes treatment level of one or more issues in marketing. Subject matter varies at each course offering depending upon the interest of students and faculty, and changes in the marketplace.
Prerequisites: None
Offered: As needed