

MARKETING

In addition to major requirements, students must complete the BBA Degree Requirements (http://catalog.umd.umich.edu/undergraduate/college-business/#BBA_Degree).

Marketing covers the creation of new products and services, the distribution of products from suppliers and manufacturers down to the final consumers, the pricing of products, as well as advertising, sales, and other promotional initiatives. The marketing major provides students an opportunity to develop skills for careers in marketing management, advertising, sales, marketing research, new product development, retailing, international business, purchasing, management of nonprofit organizations, and general business management. Their functional visibility enables high-achieving marketing persons to be aptly recognized, promoted, and compensated. Marketing is also an excellent major for students who are considering starting their own business. Majoring in digital marketing and marketing is not permitted.

Major Requirements

Code	Title	Credit Hours
Required		
MKT 402	Marketing Management	3
MKT 454	Marketing Research	3
Select five courses from the following, at least two must be MKT courses:		15
MKT 360	Marketing and Society	
MKT 363	Digital Consumer Srch&Mktg	
MKT 382	Understanding Customers	
MKT 434	Sales Mgmt & Personal Selling	
MKT 436	Business to Business Mktg	
MKT 455	E-tailing and Retailing	
MKT 456	Advg and Sales Promotion	
MKT 457	Glbl Mrkting&Consumr Cultre	
MKT 458	Advertising	
MKT 463	Digital Analytics&Content Mktg	
MKT 471	Innovation, Entrepreneurship, and Creativity	
MKT 488	Seminar: Marketing	
MKT 498	Research: Marketing	
DS 310	Data Mining for Bus Intel	
ENT 400	Entrepreneurial Thinking&Behav	
ISM 371	IT Strategy: Disrupting Norms	
ISM 382	Advanced Computer Applications	
OM 460	Supply Chain Management	
Total Credit Hours		21

Marketing Minor

Code	Title	Credit Hours
MKT 352	Mktg Principles and Policies	3
MKT 382	Understanding Customers	3
MKT 402	Marketing Management	3
Select two courses from the following:		6
MKT 360	Marketing and Society	

MKT 363	Digital Consumer Srch&Mktg	
MKT 434	Sales Mgmt & Personal Selling	
MKT 436	Business to Business Mktg	
MKT 454	Marketing Research	
MKT 455	E-tailing and Retailing	
MKT 457	Glbl Mrkting&Consumr Cultre	
MKT 458	Advertising	
MKT 460	Digital Comm Strategy	
MKT 471	Innovation, Entrepreneurship, and Creativity	
Total Credit Hours		15

MKT 352 Mktg Principles and Policies 3 Credit Hours

An introductory course in the marketing activities associated with the free market system. The various components and functions of the marketing activities will be discussed in an integrated framework to provide insight into the role and scope of marketing in the business environment. The components and functions include: product development, pricing, promotion, distribution, consumer behavior and target market analysis.

Prerequisite(s): ECON 201 and ECON 202

Restriction(s):

Cannot enroll if Class is Freshman

MKT 360 Marketing and Society 3 Credit Hours

This course explores the social scientific theories on consumption and consumer culture as well as ethical/public policy issues related to consumption and marketing. Topics will include: economic and sociological perspectives on consumer culture; the origins of consumer tastes, trends, and fashions; the psychology of happiness and how personal well-being is influenced by wealth, consumption, and materialism; and public policy concerns related to marketing and advertising. (YR).

Restriction(s):

Can enroll if Class is Junior or Senior

Can enroll if Level is Undergraduate

MKT 363 Digital Consumer Srch&Mktg 3 Credit Hours

This course is dedicated exclusively to digital marketing issues. Topics include: keyword research; search engine optimization which covers (a) how to design websites and other digital assets so they are highly ranked by search engines, and (b) 'off site optimization' which is establishing linking partners; and Pay per click advertising.

Prerequisite(s): MKT 352

MKT 382 Understanding Customers 3 Credit Hours

Students in this course will improve their ability to understand what customers want right now, what they are going to want in the future, and how to adjust the marketing mix to build lasting relationships with consumers. To do this, students will learn more advanced models of market segmentation, targeting, and product positioning. This course utilizes concepts developed in the behavioral sciences (economics, marketing, psychology, sociology, and anthropology) and qualitative research techniques to understand and predict consumer behavior, and enhance students' ability to communicate effectively with target market segments.

Prerequisite(s): MKT 352

MKT 402 Marketing Management 3 Credit Hours

A case-oriented course in which the understanding and insights of the various components and functions of marketing learned in MKT 352 are applied to practical situations. Marketing decisions will be evaluated and decided for a series of real-life cases in a number of areas including: general marketing, pricing, promotion, distribution and market research.

Prerequisite(s): MKT 352

MKT 434 Sales Mgmt & Personal Selling 3 Credit Hours

The purpose of this course is to provide a general understanding of the practice of sales management. The course is designed to provide a basic framework of what sales managers actually do and how they solve problems they may encounter. Team presentations, case analyses and class discussion are used throughout the course to describe and explain the skills required of sales managers to achieve their objectives.

Prerequisite(s): MKT 352

MKT 436 Business to Business Mktg 3 Credit Hours

To develop an understanding of that area of marketing that addresses the needs of the organizational customer in industry, government and institutions. The special challenges of the industrial market that confront the marketing manager and sales personnel are discussed in the course. Topics include: assessing industrial marketing opportunities, the organizational buying process, formulating industrial marketing strategy and evaluating industrial marketing strategy and performance.

Prerequisite(s): MKT 352

MKT 454 Marketing Research 3 Credit Hours

To introduce marketing research concepts and techniques for collection, analysis and interpretation of data for marketing decisions. Topics include: problem definition, research design, questionnaire construction, sampling, attitude scaling, statistical analysis, presentation and evaluation of research findings. A field research project may be included.

Prerequisite(s): (DS 300 or DS 301) and MKT 352

MKT 455 E-tailing and Retailing 3 Credit Hours

This course introduces students to significant issues and analysis frameworks of 21st century retailing strategy and management, including retailing over the Internet, or 'E-tailing.' E-tailing and retailers are challenged to enhance customer experience, customer service and customer satisfaction. The students will learn the complexities and nuances of shopper behavior, shopper demographics, and how shopper decisions are influenced by store design, store environment, store atmosphere and merchandising, in brick-and-mortar and Internet stores. The course will elevate and enhance students' readiness and advancement in retail, brand management and marketing careers.

Prerequisite(s): MKT 352

MKT 456 Advg and Sales Promotion 3 Credit Hours

A survey of the principles of advertising and sales promotion, which examines problems related to advertising management. Topics include: the scope of the advertising business, determination of objectives, strategy formulation, creating effective advertising programs, media planning with emphasis on integrating new media into the mix, the role of dealers in promotion, establishing the advertising budget, advertising research and the social and legal aspects of advertising in society.

Prerequisite(s): MKT 352

MKT 457 Gbl Mrkting&Consumr Cultre 3 Credit Hours

To provide students with an understanding of the components of marketing in the international environment. A working knowledge of the environment and the complex inter-relationship between different components of marketing will be developed. The focus is on evolving a logical and integrated framework for international marketing decisions.

Prerequisite(s): MKT 352 and (ECON 2001 or (ECON 201 and ECON 202) or MKT 402)

Restriction(s):

Can enroll if Class is Sophomore or Junior or Senior

MKT 458 Advertising 3 Credit Hours

This course covers the principles of integrated brand advertising and promotion and digital strategies. Incorporated into this course are needed skills by both traditional and online marketing majors. Students will learn to allocate resources against a wide variety of communications and promotions vehicles, so as to effectively implement a brand strategy. We examine the current state of the business and problems related to advertising and promotion in the 21st Century. Topics include: determination of promotion objectives, strategy formulation, creating effective advertising programs, media planning, roles of client and agency, establishing the advertising budget, advertising research and the social and legal aspects of integrated brand promotion.

Prerequisite(s): MKT 352

MKT 460 Digital Comm Strategy 3 Credit Hours

This course is an in depth survey of the principles of digital advertising/communication and promotion. We examine the issues, particularly what is a brand today, the current state of the business and problems related to advertising and management in the 21st Century. Topics include the scope of the digital advertising business, determination of objectives, strategy formulation, creating effective digital advertising programs, media planning, roles of client and agency, establishing the advertising budget, advertising research and the social and legal aspects. (YR)

Prerequisite(s): MKT 352 and MKT 458

MKT 463 Digital Analytics&Content Mktg 3 Credit Hours

This course is dedicated exclusively to digital marketing issues. Topics include: using digital analytics platforms to (a) understand the flow of traffic to your website and other digital assets, and (b) conversion design, i.e. creating websites and other digital assets that both attract visitors and effectively monetize those visits and working with web programmers, i.e. this topic provides students with basic vocabulary and concepts needed to work effectively with technical experts.

Prerequisite(s): MKT 363

MKT 471 Innovation, Entrepreneurship, and Creativity 3 Credit Hours

This course applies the marketing mix: product development, pricing, promotion, and distribution to an entrepreneurial enterprise. It will explore marketing-related issues faced by entrepreneurs, such as: new product innovation, development, and testing; promoting the product with scarce resources and gaining market acceptance; raising capital, forecasting market demand, and projecting profit and loss; satisfying the many stakeholders, creating pricing strategies, and cultivating channels of distribution. This course aims to be a multidisciplinary seminar that requires students to explore a potentially profitable business idea and to develop an appropriate business plan. This interactive business laboratory will lead students from the assessment of their business idea to the definition of a detailed market research and the description of a trustable strategic planning. Finally, students will be also required to devise an accurate budget in order to give accounting consistency to the business idea describe in the first part of their business plans. Topics covered include: market analysis, strategic planning and organizational structure, cost definition and analysis, break-even point, budgeting and performance representation.

Prerequisite(s): MKT 352

MKT 488 Seminar: Marketing 1 to 3 Credit Hours

To provide students with an opportunity for intensive study in current selected areas related to the research activities and/or professional activities of faculty members. Permission of School of Management.

Restriction(s):

Can enroll if Class is Senior

Can enroll if College is Business

MKT 488A Seminar: Marketing 3 Credit Hours

TOPIC TITLE: Introduction to Entrepreneurship. This course describes the entrepreneurial process and explores issues, concepts, and procedures involved in conceiving of, planning for and creating a new business. It emphasizes the need for careful identification of products or services to be offered, specification of the target market(s) and the benefits the enterprise will provide to prospective customers, determining resource requirements, locating resource providers, and developing essential operating and administrative systems. Students will identify an actual business venture they are considering, develop a business plan, and present that plan at the end of the term.

Restriction(s):

Can enroll if Class is Junior or Senior or Graduate

MKT 498 Research: Marketing 1 to 3 Credit Hours

To provide the advanced student with the opportunity to undertake a research project under the supervision of a faculty member. At least two weeks prior to registration in the term when such a course is to be elected, an interested student must submit to the dean of the school a written request for permission to elect a research course, on a form available in the school office. The request will include a description of the proposed research project. The dean will review the proposal with faculty members to ascertain availability of relevant faculty supervision and to establish appropriate credit.

Restriction(s):

Can enroll if Class is Senior

Can enroll if College is Business

The following abbreviations are used to denote the frequency of offering: (F) fall term; (W) winter term; (S) summer term; (F, W) fall and winter terms; (YR) once a year; (AY) alternating years; (OC) offered occasionally

* An asterisk denotes that a course may be taken concurrently.

Frequency of Offering