

# MARKETING (MRKT)

---

**MRKT 600 Applied Market Research 3 Credit Hour(s)**

**Online Prerequisite:** BUSI 520 and BUSI 614

This course will provide learners with the latest theory and practices in marketing research. Building on the knowledge and skills attained in BUSI 614 Marketing Research, students will identify and apply the right techniques appropriate for the context to develop viable action plans for marketing management and (future) clients.

**Offered:** Online

**MRKT 640 Consumer Behavior 3 Credit Hour(s)**

**Online Prerequisite:** BUSI 520

Students will gain a strong foundation for critical thinking in the area of consumer decision making. A focus will be on the concepts and theories that are used to evaluate and predict consumer behavior, in addition to forecasting and analyzing the demand for products and services.

**Offered:** Online

**MRKT 661 Ethical and Legal Issues in Marketing 3 Credit Hour(s)**

**Online Prerequisite:** BUSI 520 and MRKT 640

This course examines traditional and modern ethical issues facing marketing managers. Students will analyze ethical situations found in marketing research, product liability, advertising, international marketing, competitive intelligence, socially controversial products, consumer privacy, and corporate social responsibility.

**Offered:** Online

**MRKT 670 Brand Management 3 Credit Hour(s)**

**Online Prerequisite:** BUSI 520 and BUSI 612

Students will analyze the function of brand management as it relates to marketing strategy and decisions. Students will study brand concepts in areas of: building sustainable brands, brand equity and brand management strategies.

**Offered:** Online

**MRKT 690 Marketing Strategy Capstone 3 Credit Hour(s)**

**Online Prerequisite:** MRKT 661 and MRKT 600 and MRKT 670 (may be taken concurrently)

This course serves as the capstone for the Masters of Science in Marketing. Students integrate the concepts, techniques, and knowledge of the marketing core concepts. Students will analyze and develop comprehensive marketing strategies. This course may not be substituted for or transferred from another institution. Student must enroll in this course during their last term in the program.

**Offered:** Online