

MARKETING (MKTG)

300 Level Courses

MKTG 303: *Principles of Marketing*. 3 credits.

Examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized. Notes: Students cannot receive credit for both MKTG 301 and MKTG 303. Costello College of Business students will not be permitted to make more than three attempts to achieve a C or higher in MKTG 303. The third attempt requires Costello College of Business academic advisor approval. Those who do not successfully complete this course within three attempts will be terminated from their concentration and will not be eligible to receive a degree from the Costello College of Business. For more information about this, see the "Termination from the Concentration" section under Academic Policies. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BC major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 307: *Federal Government Marketing*. 3 credits.

This course explores the government procurement process and contracting from the perspective of marketers and contractors engaged in the federal community. Students will review and analyze the procurement practices of major government contractors and seek to understand the challenges associated with conducting business with the United States government. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 310: *Consultative Selling*. 3 credits.

The course is designed to help professionals learn consultative selling techniques to apply in their various professions and industries when working with clients and customers. The skills developed help sales associates solve client and customer problems. The goal is to enable professionals with customer-facing responsibilities to effectively build the skills and trust necessary with customers that result in long term and

profitable relationships. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Recommended Prerequisite: MKTG 303 or MBUS 303

Registration Restrictions:

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the terminated from BC major attribute may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 311: *Sales Management*. 3 credits.

Familiarizes students with marketing-sales interfaces including sales force role and capabilities, personal selling strategies, organizational relationships, and responsibilities of sales managers including training, motivating, and evaluating sales force. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 312: *Consumer Behavior*. 3 credits.

Marketing strategy implications of internal and external influences on consumer decision making, purchase, and consumption behaviors. Emphasizes demographics, lifestyle, situation, perception, learning, and attitude formation and change, focusing on customer segmentation, satisfaction and loyalty. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture**Grading:**

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 313: Advertising and Marketing Communications. 3 credits.
Examines development of integrated communications programs, including advertising, sales promotion, public relations, direct marketing, and other communication tools. Focuses on setting communications objectives and budgets, media planning, creative strategy, execution, and evaluation. Provides skills for analyzing the strengths, weaknesses and synergies of marketing communication tools. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture**Grading:**

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 315: Digital Marketing. 3 credits.

Explores impact of Digital and Internet technology on marketing strategy and practice. Topics include online advertising campaigns (focusing on search marketing), web site usability and content, and the use of social and interactive media to build customer relationships and foster brand loyalty. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture**Grading:**

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 316: Social Media Marketing Strategy. 3 credits.

Examines how marketing has and has not changed due to the rise of social media and changes in various underlying factors, such as the dramatically increased speed of information dissemination across customers and offerings. The emphasis is on understanding consumers' social interactions, examining the various social media channels

available to marketers, learning how to build social media marketing strategies, and practicing how to track their effectiveness. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture**Grading:**

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 332: Retailing and E-Commerce Management. 3 credits.

Examination of retailing as a specialized economic and social institution within the distribution process and as it relates to overall marketing activities. The planning and implementing of store and non-store (catalog, Internet) retail marketing strategies are addressed. Critical decision alternatives, variables, forces, and processes are considered from a managerial perspective. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture**Grading:**

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 333: Business to Business Marketing. 3 credits.

Examines unique challenges and opportunities of marketing systems among suppliers, manufacturers, resellers, and government. Focuses on developing a capability to identify and nurture long-term B2B relationships. Provides tools and techniques commonly leveraged by B2B marketers to develop these relationships with their clients. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 335: Strategic Brand Management. 3 credits.

This course is designed around the brand management decisions that must be made to build, measure, and manage brand equity. It will teach marketing professionals how to develop a brand, gain an understanding of how to manage a brand and how to conduct a brand audit. The brand management function is a central part of the marketing function which in turn is important for the success of organizations, and this course assists in effectively building the skills needed to develop consumer brand-relationships. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 303^C or 303^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 351: Marketing Research. 3 credits.

Presents the concepts and techniques underlying the marketing research process and their role in managerial decision making. Focuses on skills required to conduct a marketing research project: qualitative and quantitative research designs, survey methodology, instrument creation, sampling procedures, data collection, data analysis, and reporting of findings. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Specialized Designation: Mason Impact.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C, L301, 303^C, 303^{XS} or L303) and (BUS 310^C, L310, 310^{XS}, STAT 250^C, 250^{XS} or L250).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take BUSA crses, Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 352: Marketing Analytics. 3 credits.

In today's technology-enabled world, organizations collect lot of information as a part of their business operations and pool it with data acquired from outside sources. Marketing analytics is a systematic approach to harnessing this data/ information to drive effective marketing decision making. Students will learn to analyze historical data, market research data, and competitive information for making strategic marketing decisions. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C, 303^{XS} or L303) or MBUS 303^C or 303^{XS} and (BUS 310^C, 310^{XS}, STAT 350^C or 350^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Students with the Ineligible to take BUSA crses, Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 353: New Product Development. 3 credits.

This course focuses on all aspects of the new product and new service development process, from insight and inspiration through design and product launch. The course also explores current topics and best practices in innovation management, such as open innovation, managing creativity in organizations, and product design, and rapid prototyping. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Specialized Designation: Mason Impact.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MBUS 303^C, L303 or 303^{XS}) or (MKTG 303^C, L303 or 303^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 355: Direct Marketing. 3 credits.

Covers the whole process of direct and interactive marketing; planning the campaign, developing the creative approaches, selecting media, offering it to the potential buyers, seeing that the offer is fulfilled and developing the databases to enable future efforts. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

400 Level Courses

MKTG 407: Global Marketing. 3 credits.

Multidisciplinary approach to global and international marketing from viewpoint of business management. Examines major marketing issues affecting companies operating in a global environment. Students achieve understanding of economic, political, and cultural differences among nations as they affect marketing opportunities and operations, and develop skills to identify and evaluate global and international marketing opportunities. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C, L303 or 303^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 437: Fashion Marketing. 3 credits.

This course offers an in-depth examination of fashion marketing, focusing on the strategic thinking and tactical tools essential for marketing decisions in the fashion industry. It is tailored to expand students' understanding of marketing strategy, consumer behavior, advertising, branding, and digital marketing, with a special emphasis on their application within the fashion sector. Key topics include sustainable and fast fashion, luxury branding, the impact of technology, and the roles of influencers and social media strategy. This course aims to equip students aspiring to become marketing professionals in the fashion industry with the necessary knowledge and skills. Further, this class not only prepares students for the challenges of fashion marketing but also encourages them to apply their learning to real-world scenarios, fostering a deeper grasp of the unique aspects of the fashion world. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: MKTG 301^C or 303^C.

^C Requires minimum grade of C.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 450: Marketing Consulting. 3 credits.

Work on a marketing consulting project with a real business. Collaborate with the client to understand the marketing problem, engage in a strategic planning exercise, and propose actionable solutions. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Recommended Prerequisite: MKTG 351

Registration Restrictions:

Required Prerequisites: (MKTG 303^C or 303^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 455: Ethnic and Multicultural Marketing. 3 credits.

Ethnic and Multicultural Marketing examines the critical marketing issues and opportunities that have arisen with the changing U.S. demographics. The focus is domestic markets. The growth in minority populations indicates a need for specialized approaches for the entire marketing mix. Segmentation can be powerful when considering non-mainstream markets if the marketer understands and capitalizes on the different approaches cultural and ethnic groups use as consumers. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C, L303 or 303^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 462: Honors Seminar in Marketing (Topic Varies). 3 credits.

Topic and format vary. In-depth study of topic of interest to managers and organizations. Notes: Enrollment limited and competitive. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Specialized Designation: Topic Varies

Recommended Prerequisite: Degree status in MKTG major; senior standing; permission of department.

Registration Restrictions:

Required Prerequisites: (MKTG 301^B or L301) or (MKTG 303^B or L303).

^B Requires minimum grade of B.

Enrollment limited to students with a class of Junior Plus, Junior, Senior Plus or Senior.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Seminar

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 471: Marketing Management. 3 credits.

Emphasizes managerial aspects of marketing, including developing marketing strategies and plans, and integrating specific elements of marketing process. Emphasizes case analysis. A third attempt will require academic advisor approval. Offered by Marketing. Limited to two attempts.

Mason Core: Mason Core, Writing Intensive in Major (<https://catalog.gmu.edu/mason-core/>)

Registration Restrictions:

Required Prerequisites: (MKTG 312^C, L312 or 312^{XS}) and (MKTG 351^C, L351 or 351^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Enrollment limited to students with a class of Senior Plus or Senior.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Enrollment limited to students in the Costello College of Business college.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 481: RS: Marketing in the Nonprofit Sector. 3 credits.

Examines the unique challenges of applying marketing principles and practices to not-for-profit groups such as human service and philanthropic organizations, museums, health and wellness advocates, educational institutions, industry associations and government. Emphasis on case studies, team work, and projects. A third attempt will

require academic advisor approval. Offered by Marketing. Limited to two attempts.

Specialized Designation: Research/Scholarship Intensive

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 491: Seminar in Marketing. 3 credits.

In-depth treatment in seminar format of contemporary topics in marketing. Culminates in preparation of substantial paper and oral presentation. Offered by Marketing. May be repeated within the term for a maximum 6 credits.

Specialized Designation: Topic Varies

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or MKTG 303^C, L303 or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Seminar

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 492: Internship in Marketing. 3 credits.

Opportunity to gain practical, professional experience in conjunction with academic development. An internship is an important part of academic and career preparation. May be used as elective credit, but may not be repeated. Notes: No more than 6 credits of Costello College of Business internship coursework (BUS 492 or MKTG 492) can be applied towards a student's 120 (BU) degree applicable credits. Students must receive departmental approval in order to register for this course; please contact the Costello College of Business Office of Career Services for internal eligibility requirements. Offered by Marketing. May be repeated within the degree for a maximum 6 credits.

Recommended Prerequisite: 75 credit hours

Registration Restrictions:

Required Prerequisites: MKTG 301^C, 303^C or 303^{XS}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman or Sophomore may **not** enroll.

Non-Degree level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Internship

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 499: Independent Study. 1-3 credits.

Primary research proposal in marketing area. Requires prior approval from instructor and associate dean for undergraduate programs. Offered by Marketing. May be repeated within the term for a maximum 6 credits.

Specialized Designation: Topic Varies

Recommended Prerequisite: 90 hours and a minimum of 24 hours of business courses including principles of marketing, finance, and management.

Registration Restrictions:

Required Prerequisites: (MKTG 301^C or L301) or (MKTG 303^C, L303 or 303^{XS}).

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

Students with a class of Freshman may **not** enroll.

Non-Degree or Washington Consortium level students may **not** enroll.

Students with the Ineligible to take MKTG crses or terminated from BC major attributes may **not** enroll.

Schedule Type: Independent Study

Grading:

This course is graded on the Undergraduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

600 Level Courses

MKTG 601: Marketing Essentials. 0 credits.

The primer course is designed for students with no prior background in marketing. It will introduce students to basic concepts in marketing. The skills developed will help students understand the role of marketing in the organization and get familiar with core marketing principles. The goal is to enable students to get prepared for more in-depth courses in Marketing. Offered by Marketing. May be repeated within the degree for a maximum 0 credits.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Satisfactory/No Credit scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 602: Basic Statistics for Marketing. 0 credits.

The primer course is designed for students with no prior background in statistics. It will introduce students to basic statistical concepts and their use in marketing. The skills developed will help students understand core statistical topics. The goal is to enable students to get prepared for more in-depth courses in Marketing. Offered by Marketing. May be repeated within the degree for a maximum 0 credits.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Satisfactory/No Credit scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 610: Consultative Sales. 3 credits.

The course is designed for marketing professionals who consult with clients for the purpose of identifying needs and developing long term sales relationships. Important customer facing skills are applied in the process of identification of new business opportunities, working with clients to identify needs, developing shared goals and objectives, practicing negotiation and sales skills, and implementation of solutions. The skills developed will help professionals solve client and customer problems. The goal is to enable professionals with customer-facing responsibilities to effectively build the skills and trust necessary with customers that result in long term and profitable relationships. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 612: Consumer Behavior. 3 credits.

Examine concepts, processes, and approaches that inform and answer what, how, when, where, and why people consume and more generally make decisions. Understand how consumer behavior is relevant to one's professional and personal life. Develop current knowledge of how individual psychology, socio-cultural, ethical, and global factors influence consumer behavior and attitudes. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 615: *Digital Marketing Strategy*. 3 credits.

This course will provide students with an in-depth understanding of digital marketing strategy and its application for driving organizational performance. It will provide hands on experience in different digital marketing tools, including web design, email and digital display, mobile marketing, organic and paid search, search engine optimization, web analytics, and email marketing. The students will gain proficiency in utilizing different digital tools to formulate and execute an integrated digital marketing strategy for an organization. Emphasis will be placed on ethical professional practices in collecting and analyzing customer and market data that is required for effective digital marketing. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 623: *Marketing Strategy*. 3 credits.

Using lectures, readings, cases, and team activities, students are actively involved in hands-on experiences related to marketing strategy decisions. Topics include segmentation, targeting, positioning, new product development, pricing, advertising, distribution, global marketing, corporate social responsibility, sustainability, and resource allocation. The central objective is to develop proficiency in managerial decision-making based on principles in resource advantage theory to positively affect organizational performance. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 625: *Marketing Data Visualization and Analysis*. 3 credits.

In today's technology enabled world organizations collect a wealth of marketing information as part of their business operations. Marketing Data Visualization and Analysis is a systematic approach to harnessing this data and information to drive effective marketing decision making that involves sustainable utilization of key marketing resources to

improve overall organizational performance. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 633: *Business to Business Marketing*. 3 credits.

The objective of this course is to understand Business-to-Business marketing theory and to develop decision making skills needed to build and manage business marketing strategy. Topics to be studied include relationship strategies in business markets, e-commerce strategies for business markets, business market buyer behavior and segmentation, managing product, pricing, communications, and channel strategy for business markets, the role of selling and sales management in these markets, and managing sustainability in B2B markets. It will teach how to develop a B2B marketing strategy for both national and global markets, gain an understanding for developing a B2B marketing plan, and controlling and measuring a B2B strategy. Extensive use of B2B case studies to develop decision-making skills will form part of this course. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 637: *Marketing for a Better World*. 3 credits.

This course will provide students with an in-depth understanding of how marketing can be a force for creating a better world. It will introduce students to sustainability trends and dynamics and provide knowledge of how different societal forces affect consumer well-being. Students will also gain skills to develop assessments of the global environment, multiethnic consumer profiles, pressing societal issues, and sustainability trends to derive a more inclusive marketing strategy. To this end, the course will underscore how corporate social responsibility helps shape future success of organizations. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 651: *Marketing Research*. 3 credits.

Students are actively involved in the design and development of qualitative and quantitative research studies. Topics include focus groups/interviews, surveys, and experiments. Activities involve training in ethical conduct of research involving humans, design of research instruments, selection of appropriate samples, data collection, data analysis, and reporting. Students critically evaluate research in terms of its quality and provision of useful information. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 652: *Customer Analytics*. 3 credits.

This course teaches students how to arrive at strategic decisions using customer analytics. The course covers key concepts such as customer acquisition, retention, customer lifetime value, churn management, customer preference mapping, and conjoint analysis utilizing customer data and statistical analysis. It emphasizes ethical professional practices in the collection and analysis of customer data. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Business Analytics or Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 653: *Retailing and Pricing Analytics*. 3 credits.

This course teaches students to arrive at strategic retailing and pricing decisions using a data-driven approach. The course covers key retailing decisions such as loyalty program design and execution, market basket analysis, store location and trade area analysis, forecasting, and merchandising decisions along with foundational aspects of pricing analytics such as how a firm sets and adjusts pricing and coordinates with different internal and external constraints to maximize its profitability sustainably. The course also aims to familiarize students with the key concepts and applications of quantitative models of demand

estimations and consumer responses to pricing decisions. It further covers the various cutting-edge pricing tactics and strategies adopted by marketing managers. Additionally, it gives students an opportunity to work with different data sets to make pricing decisions in simulated environments. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 690: *Applied Client Project*. 6 credits.

This course will provide students the framework and opportunity to work on an applied marketing project with a real business. The objective is for students to work on solving marketing problems that the client is facing. Students will work in groups to understand the marketing problem, break it down into meaningful questions, and then engage in a strategic marketing planning exercise to propose actionable solutions. The course will involve active interactions with the client. Students will be expected to utilize all the knowledge and skills they have learnt in the earlier courses in the M.S. in Marketing program, while demonstrating ethical professional practices. After completion of this course, students can expect to have completed an applied client marketing project, which they can showcase on their resumes. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 697: *Special Topics in Marketing*. 3 credits.

This course explores contemporary issues and challenges in marketing. Topics are not covered in the regular MKTG course offerings. Course content may vary each semester. The course may be repeated with a change in topic. Offered by Marketing. May be repeated within the degree for a maximum 9 credits.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Enrollment is limited to students with a major, minor, or concentration in Marketing.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

700 Level Courses

MKTG 751: *Seminar in Marketing Strategy*. 3 credits.

This course is designed to expose doctoral students to a broad foundation in marketing strategy research. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Enrollment is limited to students with a major in Business.

Enrollment limited to students in a Doctor of Philosophy degree.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MKTG 752: *Seminar in Marketing Methods and Models*. 3 credits.

This course is designed to expose doctoral students to a broad foundation in methods and models utilizing in research in marketing. Offered by Marketing. May not be repeated for credit.

Registration Restrictions:

Enrollment is limited to students with a major in Business.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Doctor of Philosophy degree.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

800 Level Courses

MKTG 891: *Special Topics in Marketing*. 3 credits.

This course is designed to expose doctoral students to a specialized topic within the marketing field through theoretical, experimental, and empirical work in the topic area. The content varies and may be repeated when the topic is different. Offered by Marketing. May be repeated within the degree for a maximum 9 credits.

Registration Restrictions:

Enrollment is limited to Graduate level students.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)