

# MARKETING (MRKT)

## MRKT 821 Applied Marketing Research

**Prerequisites:** GRBA 813 or equivalent

**Description:** Research methods to supply marketing information pertaining to the: assessment of the nature of demand, assessment of the extent of demand, marketing program development, and the monitoring of marketing performance.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** SPRING

## MRKT 822 Survey of Buyer Behavior

**Prerequisites:** GRBA 813 or equivalent

**Description:** Survey of the literature of buyer behavior. Economic, sociocultural and psychological aspects of buying behavior as the basis of marketing strategy and public policy.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 824 Advanced Quantitative Analysis in Marketing

**Prerequisites:** GRBA 813 or equivalent

**Description:** Review, evaluation, and design of advanced marketing research investigations. State-of-the-art methodological issues relevant to marketing to provide an understanding of multivariate data analysis pertinent to the marketing literature. Analysis of linkage, structure, and causality/change for marketing phenomena.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 826 Services Marketing

**Prerequisites:** GRBA 813 or Equivalent

**Description:** Services marketing and the services marketing process. Key concepts, issues and terminology. Specific tools and frameworks enabling communication with other professional marketers and analysis of services marketing situations to make realistic recommendations for managerial action.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 828 Sports Marketing

**Prerequisites:** GRBA 813 or equivalent.

**Description:** Basic concepts and theories unique to sports marketing, review of the basic principles of marketing in the context of sports. Framework provided for incorporation of unpredictable nature of the sports industry and exploration of the complex relationships between the elements of sports and marketing. Current research in the area of sports marketing, coverage of the growing popularity of women's sports, and the globalization of sports.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** MRKT 896

## MRKT 830 Strategic Issues in Marketing Communication

**Prerequisites:** GRBA 813 or equivalent

**Description:** Analysis and application of current concepts regarding the formulation and evaluation of marketing communication strategy in organizations which operate on a profit and not-for-profit basis.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 835 Marketing Channels and Distribution

**Prerequisites:** GRBA 813 or equivalent

**Description:** Marketing management issues related to selection of intermediaries, channel control, marketing institutions, channel power and pricing. Distribution management issues: location, finished goods inventory, transportation, communication, and customer service.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 841 Digital Marketing and Electronic Commerce

**Prerequisites:** GRBA 813 or equivalent

**Description:** Strategies to deal with opportunities and challenges of evolving technology and marketing in digital networks of customers, suppliers, and employees; social and mobile marketing; different interactive marketing platforms for e-commerce; the future and strategic, societal, and ethical implications of technology and interactive marketing in e-commerce.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 845 Advanced Marketing Analytics

**Prerequisites:** GRBA 813 or equivalent

**Description:** Web, social media, and consumer text analytics; analyzing consumer data streams from the Internet, mobile devices, and sensors; handling very large volumes of data; general data analysis software operation for various marketing problems; marketing platform software for general and specific tasks; learning machines in marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## MRKT 850 Data-Driven Decision Making

**Prerequisites:** One or more graduate or undergraduate statistics classes that cover basic statistics through least-squares regression or Permission.

**Description:** Understanding tools and techniques that can be used for making strategic and tactical marketing decisions in areas such as pricing, sales, advertising, new product demand forecasting, and allocation of resources. Topics covered include market response models, linear models, conjoint analysis techniques, resource allocation models, forecasting models, customer profitability analysis, customer choice modeling, value pricing, product line decisions, and other significant strategic marketing issues facing today's managers.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 855 Marketing and Globalization****Crosslisted with:** ABUS 855**Prerequisites:** GRBA 813 or equivalent**Description:** Globalization and resulting changes in the business environment. Access to new consumers, new supplies. The effect on consumer choices. Readings from scholarly and popular press, videos, and a "real world" application. Marketing strategies developed for Nebraska firms and organizations such as value-added food marketers.**Credit Hours:** 3-6**Min credits per semester:** 3**Max credits per semester:** 6**Max credits per degree:** 6**Grading Option:** Graded**MRKT 857 Consultative Selling****Description:** Teaches the consultative selling model and the skills that make it work - interpersonal, communication, presentation, facilitation, and problem solving skills. Covers the dynamics of a sales call, planning for the call, identifying customers' needs, developing solutions, building customer relationships, and the tools and technologies that facilitate the sales process.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 858 Sales Leadership****Description:** Provides a conceptual and applied understanding of the strategic and operational aspects of successfully managing a sales force, including developing sales forecasts, setting quotas and budgets, structuring the sales force, managing sales territories, hiring, training and leading salespeople, developing effective compensation and incentive systems, evaluating performance of salespeople, and analyzing the unit's sales volume, cost and profitability.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 859 Managerial Negotiations****Crosslisted with:** MNGT 859**Description:** Designed to help managers and professionals deal with a broad range of negotiation issues. Provides an understanding of the theory and processes of negotiations and develops skills that can be used to negotiate in a variety of settings.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 896 Sports Marketing Practicum****Prerequisites:** MRKT 828 and permission**Description:** Supervised sports marketing related internship.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 898 Seminar: Special Topics****Prerequisites:** GRBA 813 or equivalent**Description:** Current topics in marketing; services marketing, ethics, and business-to-business marketing.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 899 Masters Thesis****Prerequisites:** Admission to masters degree program and permission of major adviser**Credit Hours:** 1-10**Min credits per semester:** 1**Max credits per semester:** 10**Max credits per degree:** 99**Grading Option:** Graded**MRKT 921 Seminar in Marketing Communication Strategy****Prerequisites:** Permission.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 921A Seminar in Marketing Communication Strategy****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 921B Seminar in Marketing Communication Strategy****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 921D Seminar in Marketing Communication Strategy****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 921E Seminar in Marketing Communication Strategy****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 921G Seminar in Marketing Communication Strategy****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 921J Seminar in Marketing Communication Strategy****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 931 Marketing Channels Topical Seminar****Prerequisites:** Permission.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded

**MRKT 931A Marketing Channels Topical Seminar****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 931B Marketing Channels Topical Seminar****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 931D Marketing Channels Topical Seminar****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 931E Marketing Channels Topical Seminar****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 931G Marketing Channels Topical Seminar****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 931J Marketing Channels Topical Seminar****Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 940 Marketing Management****Prerequisites:** Permission.

**Description:** Decision-making activities in problems concerned with the development and management of marketing programs. Strategy choices in situations involving product development, market analysis and segmentation, channels, merchandising, promotion, pricing, and marketing research.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 944 Theory of Logistics****Prerequisites:** Permission.

**Description:** Critical examination of various theories of structure and operation of logistics systems. Application of logistics theory to business problems.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 945 Qualitative Research Methods in Business Seminar****Prerequisites:** Permission.

**Description:** Developing qualitative research skills, analyzing theory development and research process. Research design, data collection, qualitative data analysis and interpretation, theory-development, and evaluation of qualitative research. Latest development in qualitative research in business and social science disciplines.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 954 Problems in International Marketing****Prerequisites:** Permission.

**Description:** Simulation of marketing decision making in an international environment. Material in the course is balanced between the developed and underdeveloped countries of the world in Europe, Africa, Asia, and the Americas. Case materials are used as a basis for class discussion. Cases and discussions focus on specific interests of students enrolled.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 958 Seminar in Selling and Sales Management****Prerequisites:** Permission

**Notes:** No additional resources are required to offer this Ph.D. seminar.

**Description:** Introduction to the literature on selling and sales management. Coverage of topics related to managing salespeople, the process of buying and selling, and strategic and operational issues in sales.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 970 Development of Marketing Theory****Prerequisites:** Permission.

**Description:** Continuing development of marketing theory, utilizing a review of "classic" and current marketing literature. Historical roots of marketing as a discipline, the requirements for marketing theory, and current efforts and future directions in the development of a mid-range theory of marketing.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**MRKT 971 Marketing and Society****Prerequisites:** Permission.

**Description:** Role of the marketing activities and the marketing system in society.

**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded

**MRKT 972 Seminar: Behavioral Research in Marketing**

**Prerequisites:** Permission

**Description:** Introduction to the literature on consumer behavior.

Exposure to perspectives from social sciences such as anthropology, economics, psychology, and sociology to understand actions and processes underlying how consumers purchase and use products and services.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 980 Marketing Colloquium**

**Prerequisites:** Permission

**Description:** Seminar in dissertation research topics and methods.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 996 Directed Reading or Research**

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 24

**Grading Option:** Graded

**MRKT 998 Seminar in Special Topics**

**Prerequisites:** Permission

**Notes:** New topics announced prior to each term in which course is offered.

**Description:** Current topics in marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 18

**Grading Option:** Graded

**MRKT 998A Seminar in Special Topics**

**Prerequisites:** Permission

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 998B Seminar in Special Topics**

**Description:** New topics announced prior to each term in which course is offered. Seminar in current topics in marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 998D Seminar in Special Topics**

**Prerequisites:** Permission

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 998E Seminar in Special Topics**

**Description:** New topics announced prior to each term in which course is offered. Seminar in current topics in marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 998J Seminar in Special Topics**

**Description:** New topics announced prior to each term in which course is offered. Seminar in current topics in marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 998K Seminar in Special Topics**

**Description:** New topics announced prior to each term in which course is offered. Seminar in current topics in marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**MRKT 999 Doctoral Dissertation**

**Prerequisites:** Admission to doctoral degree program and permission of supervisory committee chair

**Credit Hours:** 1-24

**Min credits per semester:** 1

**Max credits per semester:** 24

**Max credits per degree:** 99

**Grading Option:** Graded