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
Prerequisite for: MRKT 972

MRKT 824 Advanced Quantitative Analysis in Marketing
Crosslisted with: SRAM 824
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
Crosslisted with: MRKT 426
Prerequisites: MRKT 341
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 if 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
Crosslisted with: MRKT 441
Prerequisites: MRKT 341; MRKT 350 or MNGT/MIST 350.
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 851
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 Marketing Strategy
Prerequisites: GRBA 851 or one or more graduate or undergraduate statistics classes that cover basic statistics through least-squares regression.
Description: Theory and strategic use of large marketing databases. Translating market data into insights for decisions like pricing, advertising response, resource allocation, and new product forecasting. Topics covered include market response models, linear models, clustering and classification, 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: Grade Pass/No Pass Option

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 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 945 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 940 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 970 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 971 Seminar: Behavioral Research in Marketing
Prerequisites: MRKT 822, and permission
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: 24
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