

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 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 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 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 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 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