

MARKETING (MTG)

MTG 502 - Logistics Tools and Techniques (3.0 hours)

Introduce students to a variety of logistics topics, terms, principles, tools and their practical application in the workplace. Cross-listed with MTG 402. The graduate level course will have additional requirements beyond those of the undergraduate course.

Prerequisite: Consent of Department Chair

MTG 506 - Marketing Analytics (3.0 hours)

Students will learn concepts and will work hands-on with data and software tools for making decisions regarding segmentation and targeting, positioning, new product and service design, and the elements of the marketing mix. Through the course, students will learn to take advantage of the massive amounts of data available in most organizations, using that data to make better-informed decisions, and to create compelling evidence to persuade other executives to support those decisions. Cross-listed with MTG 406. The graduate level course will have additional requirements beyond those of the undergraduate course.

Prerequisite: Consent of Department Chair

MTG 507 - Customer Analytics (3.0 hours)

Covers various marketing analytics methods as simple as descriptive statistics and visualization, as well as more advanced predictive modeling, prescriptive, and newly emerging artificial intelligence (AI) and cognitive analytics. The course will be taught from a managerial perspective emphasizing the need for managers to understand customer analytics to reduce risk in decision making. Cross-listed with MTG 407.

Prerequisite: Consent of Department Chair

MTG 624 - Marketing Decision Making (3.0 hours)

Marketing management problems, policies, and solutions. Case studies of marketing problems, research, and applications of marketing techniques to business problems.

MTG 640 - Obtaining, Analyzing, and Applying Marketing Information (3.0 hours)

Gathering, understanding, and using marketing information, data base marketing, qualitative research, electronic research, forecasting, and computer software data analysis packages.

MTG 644 - Professional Selling & Sales Management (3.0 hours)

Students will study professional selling from the perspective of both the salesperson and the sales manager through readings, class discussion, presentations, and role plays. As a result, students will become familiar with and practiced in the professional sales process as well as further develop their understanding of several universal management functions.

MTG 658 - Topics in Marketing (3.0 hours)

Topics of special interest which may vary each time the course is offered. Topic stated in current Schedule of Classes.

MTG 660 - Readings in Marketing (1.0-3.0 hours)

Individual readings for qualified students, under the guidance of a member of the faculty. Repeatable to a maximum of 3 credit hours.

Prerequisite: consent of instructor and director of graduate programs.

MTG 688 - Supply Chain Management (3.0 hours)

Supply chain management consists of all stages involved in directly or indirectly fulfilling customer requests. This course will examine all aspects of the supply chain i.e., interactions between manufacturers, suppliers, transportation agents, retailers, and customers. Special emphasis is placed on managing flows of information, products, and funds between organizations and throughout the open system.