

MARKETING

MAR 5805 Problems and Methods in Marketing Management 3 Credits

Grading Scheme: Letter Grade

Concepts and techniques for resolving marketing management problems through the case method.

Prerequisite: Designed for MBA students.

MAR 5806 Problems and Methods in Marketing Management 2 Credits

Grading Scheme: Letter Grade

Concepts and techniques for resolving marketing management problems through the case method.

MAR 6105 Marketing Ethics 2 Credits

Grading Scheme: Letter Grade

Examination of ethical issues in marketing.

Prerequisite: MAR 5806 or GEB 5929.

MAR 6157 International Marketing 2 Credits

Grading Scheme: Letter Grade

Analysis and strategies for international environment.

Prerequisite: MAR 5806 or GEB 5929.

MAR 6158 International Marketing 3 Credits

Grading Scheme: Letter Grade

Analysis and strategies for marketing in the international environment.

Prerequisite: MAR 5805. Designed for M.B.A. students.

MAR 6237 The Art and Science of Pricing 2 Credits

Grading Scheme: Letter Grade

Providing students with a good understanding of the strategy and tactics for an effective pricing decision. By the end of the course, students will be able to explain underlying mechanisms for the current pricing practices and apply their knowledge in improving pricing decisions.

Prerequisite: (MAR 5806 or GEB 5929) & (QMB 6358 or QMB 6755).

MAR 6256 Strategy and Tactics of Pricing 3 Credits

Grading Scheme: Letter Grade

Providing students with a good understanding of the strategy and tactics for an effective pricing decision. By the end of the course, students will be able to explain underlying mechanisms for the current pricing practices and apply their knowledge in improving pricing decisions.

Prerequisite: MBA students.

MAR 6335 Building and Managing Brand Equity 2 Credits

Grading Scheme: Letter Grade

Product and brand management decisions needed to build, measure, and manage branded equity. Focal objectives are to increase understanding of important issues in planning and evaluating brand strategies and to provide the appropriate theories, models, and other tools to make better branding decisions.

Prerequisite: MAR 5806 or GEB 5929.

MAR 6456 Business-to-Business Marketing 2 Credits

Grading Scheme: Letter Grade

Strategy concepts for marketing products and services to other businesses; institutions such as hospitals and universities, and government. Role of marketing strategy as part of overall business strategy. Developing and launching new products, managing channels of distribution and sales forces, and building and maintaining alliances and partnerships.

Prerequisite: MAR 5806.

MAR 6457 Business to Business Marketing 3 Credits

Grading Scheme: Letter Grade

The course delves into the interconnections among B2B marketing decisions, strategy, organizational buying behavior, and selling, exploring the distinct challenges posed by B2B markets and the specialized skills required by marketers. B2B buyers engage with complex products, possess expertise in specific product domains, exhibit greater knowledge than B2C buyers, and hold higher expectations for their suppliers. This course equips students with the necessary understanding and insight.

Prerequisite: MAR 5805.

MAR 6479 Professional Selling 2 Credits

Grading Scheme: Letter Grade

This is a basic survey course in professional selling. It is designed to teach future business leaders the importance of the selling role, provide them with basic professional selling skills and begin to prepare them for a future role in sales or sales management.

Prerequisite: MAR 5806

MAR 6508 Customer Analysis 2 Credits

Grading Scheme: Letter Grade

Theory and research in the behavioral and social sciences applied to individual and aggregate behavior of consumers.

Prerequisite: (MAR 5806 or GEB 5929) & (QMB 6358 or QMB 6755) & ISM 6413.

MAR 6509 Customer Insights and Analysis 3 Credits

Grading Scheme: Letter Grade

This course is designed to inform future managers, analysts, consultants, and advisors of insights on customers' behaviors, with an emphasis on leveraging these insights to develop evidence-based solutions that change customer behavior.

MAR 6590 Managerial and Consumer Decision Making 3 Credits

Grading Scheme: Letter Grade

In this class we explore what constitutes high-quality decision making, how managers and consumers may fall short of these standards in predictable ways, and some ways that your decision making can be systematically improved.

MAR 6591 Consumer and Managerial Decision-Making 2 Credits

Grading Scheme: Letter Grade

In this class we explore what constitutes high-quality decision making, how managers and consumers may fall short of these standards in predictable ways, and some ways that your decision making can be systematically improved.

Prerequisite: MAR 5806 or GEB 5929.

MAR 6646 Marketing Research for Managerial Decision Making 3 Credits

Grading Scheme: Letter Grade

Examination of approaches and methods of marketing research with particular attention given to the perspective of the marketing manager.

Prerequisite: MAR 5805 and QMB 5303. Designed for M.B.A. students.

MAR 6648 Marketing Research for Managerial Decision Making 2 Credits

Grading Scheme: Letter Grade

Examination of approaches and methods with particular attention given to the perspective of the marketing manager.

Prerequisite: MAR 5806 and QMB 5305. Designed for M.B.A. students.

MAR 6667 Marketing Analytics Methods 2 Credits

Grading Scheme: Letter Grade

This course is designed to engage you in the analytics activities that support marketing decision-making using Microsoft Excel.

Prerequisite: (MAR 5806 or GEB 5929) & (QMB 6358 or QMB 6755).

MAR 6668 Marketing Analytics 1 2 Credits**Grading Scheme:** Letter Grade

Marketers today typically have access to a large amount of data with different formats. Properly analyzing these data will help managers better understand the marketplace and improve their decision-making, such as pricing, advertising budget allocation, and product recommendation.

Prerequisite: MAR 5806 & (QMB 6358 or QMB 6755) & ISM 6413.**MAR 6669 Marketing Analytics 2 2 Credits****Grading Scheme:** Letter Grade

This course is designed to engage you in the marketing analytics activities that support marketing decision-making using machine learning.

Prerequisite: MAR 5806 (ISM 6413 recommended).**MAR 6722 Web-Based Marketing 2 Credits****Grading Scheme:** Letter Grade

Provides an understanding of the current online marketing environment and the strategies and tactics of web-based marketing.

Prerequisite: MAR 5806 & (QMB 6358 or QMB 6755).**MAR 6816 Advanced Marketing Management (MBA) 3 Credits****Grading Scheme:** Letter Grade

Advanced case course dealing with the wide range of strategic problems faced by the marketing manager.

Prerequisite: MAR 5805. Designed for M.B.A. students.**MAR 6818 Advanced Marketing Management 2 Credits****Grading Scheme:** Letter Grade

Advanced cases dealing with the wide range of strategic problems faced by the marketing manager.

Prerequisite: MAR 5806.**MAR 6833 Product Development and Management 2 Credits****Grading Scheme:** Letter Grade

Management of new product development process including identifying new product opportunities, product concept testing, market feasibility analysis, prototype development, market testing, and commercialization.

Prerequisite: MAR 5806 or GEB 5929.**MAR 6838 Brand Management 3 Credits****Grading Scheme:** Letter Grade

Focus on product and brand management decisions needed to build, measure, and manage brand equity. Both conceptual frameworks and financial metrics are emphasized.

Prerequisite: MAR 5805 or MAR 5806 or equivalents.**MAR 6839 Product Development and Management 3 Credits****Grading Scheme:** Letter Grade

Provides students with a structured way of thinking about the new product development process from a marketing perspective.

MAR 6861 Customer Relationship Management 2 Credits**Grading Scheme:** Letter Grade

Conceptual foundations, analytical techniques and marketing tactics for managing customer relationships.

Prerequisite: (MAR 5806 or GEB 5929) & (QMB 6358 or QMB 6755).**MAR 6862 Customer Relationship Management 3 Credits****Grading Scheme:** Letter Grade

Acquiring, building, and maintaining mutually beneficial relationships with customers. The customer as a financial asset that companies should measure, manage, and maximize.

MAR 6905 Individual Work 1-4 Credits, Max 8 Credits**Grading Scheme:** Letter Grade

Reading and/or research.

Prerequisite: departmental approval.**MAR 6910 Supervised Research 1-5 Credits, Max 5 Credits****Grading Scheme:** S/U

Supervised Research

MAR 6930 Special Topics in Marketing 1-4 Credits, Max 16 Credits**Grading Scheme:** Letter Grade

Selected topics in marketing management, research, or theory.

Prerequisite: consent of instructor.**MAR 6940 Supervised Teaching 1-5 Credits, Max 5 Credits****Grading Scheme:** S/U

Supervised Teaching

MAR 6942 Marketing Consulting Experience 2 Credits, Max 4 Credits**Grading Scheme:** Letter Grade

Immerses graduate business students in real-world marketing challenges across Florida's major cities. Through direct client engagements and on-site visits, students apply AI-driven tools like web scraping and Generative AI to extract insights, analyze competition, and craft data driven strategies. This hands-on approach builds technical proficiency, strategic acumen, and consulting expertise, giving students a competitive edge in digital marketing.

Prerequisite: MAR 5806.**MAR 6957 International Studies in Marketing 1-4 Credits, Max 12 Credits****Grading Scheme:** S/U

International Studies in Marketing

Prerequisite: admission to approved study abroad program and departmental approval.

MAR 6971 Research for Master's Thesis 1-15 Credits**Grading Scheme:** S/U

Research for Master's Thesis

MAR 7507 Perspectives on Consumer Behavior 3 Credits**Grading Scheme:** Letter Grade

In-depth analysis of the field. Critically examines various theoretical and methodological approaches through marketing and consumer behavior literatures. Students must develop an original research project.

Prerequisite: graduate standing or consent of instructor.**MAR 7588 Consumer Information Processing and Decision Making 3 Credits****Grading Scheme:** Letter Grade

In-depth treatment of consumer information processing and choice behavior as a function of psychological and environmental factors. Underlying concepts and theories of individual judgment and decision making; critical evaluation of research in this area.

Prerequisite: MAR 7507 or consent of instructor.**MAR 7589 Judgment and Decision Making 3 Credits****Grading Scheme:** Letter Grade

Literature review related to psychology of judgment and decision making. Discussion of normative and descriptive theories of decision making and empirical evidence that speaks to those theories.

Prerequisite: consent of instructor.**MAR 7626 Multivariate Statistical Methods in Marketing 3 Credits****Grading Scheme:** Letter Grade

Review of application of multivariate methods including multiple regression; factor discriminant and cluster analysis; and conjoint measurement to summarize and analyze marketing data.

MAR 7636 Research Methods in Marketing 3 Credits**Grading Scheme:** Letter Grade

Experimental and quasi-experimental design; procedures for laboratory and field experiments; statistical conclusion, internal, external, and construct validity in research design; reliability and validity in measurement; creativity in hypothesis generation and theory testing in behavioral research.

Prerequisite: admission to Ph.D. in marketing or consent of instructor.**MAR 7666 Marketing Decision Models 3 Credits****Grading Scheme:** Letter Grade

Development and implementation of model-based approaches to marketing decision making. Model-based analysis of advertising, pricing, promotion, distribution. Research project.

Prerequisite: ECO 7408 and departmental approval.**MAR 7671 Artificial Intelligence and Machine Learning 3 Credits****Grading Scheme:** Letter Grade

This doctoral-level course is designed to engage students in the Artificial Intelligence (AI) and Machine Learning (ML) Methods for Research. The course focuses on the development of skills that will permit doctoral candidates to replicate data analysis techniques used in top-tier journal articles and to create visualizations most commonly found in these academic publications.

MAR 7925 Workshop in Marketing Research 3 Credits, Max 9 Credits**Grading Scheme:** Letter Grade

In-depth analysis of current research topics. Emphasis on research programs of leading scholars. Students critically appraise the rationale, strengths, and weaknesses of each study.

Prerequisite: consent of department.**MAR 7932 Consumer Psychology Seminar 3 Credits****Grading Scheme:** Letter Grade

Designed for PhD and MA students in marketing, management, communications, social psychology, and related disciplines, this course examines how consumers form the beliefs that shape their choices, interpret others' behaviors, and manage their social identities through everyday decisions. Through critical reading and discussion of classic and contemporary research papers, students will engage deeply with key questions in consumer behavior and will be expected to generate novel research ideas.

MAR 7979 Advanced Research 1-12 Credits**Grading Scheme:** S/U

Research for doctoral students before admission to candidacy. Designed for students with a master's degree in the field of study or for students who have been accepted for a doctoral program. Not appropriate for students who have been admitted to candidacy.

MAR 7980 Research for Doctoral Dissertation 1-15 Credits**Grading Scheme:** S/U

Research for Doctoral Dissertation