

# Online MBA-Marketing Data Analytics

## 2022-2023 Course Listing

Course Name	Credits	Course Description
<b>Required Core Classes – 37 credits</b>		
<b>BUS 500</b> <b>Foundations for Business Impact</b>	2	<p>BUS500 is an introductory course to graduate business studies focused on business strategy, organizational performance, economic systems and opportunity, and the role of enterprise in value creation. This course provides graduate students with a general conceptual framework for the business processes, systems and structures that enable enterprises to provide value to society, while at the same time capturing economic value to sustain the business. Graduate students will be exposed to general business terminology, business functions, and fundamental aspects of business strategy. A goal of this course is to enable graduate students to develop capabilities in strategic thinking and to understand the integration of business disciplines as an organizational leader. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Understand fundamental concepts and perspectives in the fields of business strategy and entrepreneurship.</li> <li>• Understand a variety of frameworks that leaders can use to develop and implement business strategy and identify economic opportunities including tools such as value chain analysis, five-forces analysis, business model development, and the analysis of core capabilities and competencies.</li> <li>• Evaluate the implications of different strategic alternatives for businesses and make decisions based on such analysis.</li> <li>• Develop a sound understanding of business operations, competition, and market systems as a starting point for other business courses.</li> <li>• Develop an understanding of the role of market systems, corporations and entrepreneurs in economic and social systems, emphasizing how organizational action can create social value, address sustainability challenges, and help create a better world.</li> </ul>
<b>BUS 601</b> <b>Quantitative Business Analysis</b>	2	<p>In BUS 601, students learn about the quantitative research process, data interpretation and translation, and model selection and analysis. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• A comprehensive decision matrix for model/test identification</li> <li>• Fundamentals of empirical tests and interpretation</li> <li>• The “what next” of statistical tests and outcomes</li> <li>• Using your findings to make decisions and tell stories that enable social responsibility and sustainability</li> </ul>

<b>BUS 614</b> <b>Accounting Concepts</b>	2	<p>In BUS614, students are introduced to financial statements and key concepts underlying their development and interpretation. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Explain financial accounting concepts</li> <li>• Interpret financial accounting information</li> <li>• Record transactions and prepare financial statements</li> <li>• Explain financial statement integration</li> <li>• Explain the role of ethics in accounting</li> </ul>
<b>BUS620</b> <b>Leadership and Teams</b>	2	<p>In BUS 620, students grow their leadership competencies, enabling them to effectively create change and lead their teams, organizations, and communities. Students will:</p> <ul style="list-style-type: none"> <li>• Develop the traits and behaviors that connect you with diverse employees to build trusting relationships and produce results.</li> <li>• Navigate the design, development, and performance of teams using shared leadership models.</li> <li>• Develop compelling visions that maximize engagement and craft equitable, inclusive, and ethical organizational cultures.</li> <li>• Enact decision-making approaches that support business strategy and resonate with diverse employee profiles.</li> </ul>
<b>BUS626</b> <b>Managing Human Capital</b>	2	<p>BUS626 is designed to teach the direct relationship between corporate financial results and business management practices that treat people as assets. Studies include the interplay between progressive leadership behaviors, effective communication practices and well-orchestrated HR policies. Emphasis is placed on understanding corporate culture and creating congruent and reinforcing management systems. Course goals include:</p> <ul style="list-style-type: none"> <li>• To enable you to think strategically about how managing human resources effectively can help an organization achieve its mission.</li> <li>• To expose you to the key concepts, principles, and best practices for managing and enhancing human resources.</li> <li>• To enable you to think analytically (that is, scientifically) about human resource management problems.</li> </ul>
<b>BUS 630</b> <b>Information Management</b>	2	<p>BUS630 covers the roles and values of information in business functions; risks and rewards of enterprise information; and the fundamentals of information storage and retrieval. By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand how information systems support other functions of an organization;</li> <li>• Differentiate between the many integrated applications available;</li> <li>• Analyze the organizational consequences of IT, and the causes of successful and failed systems implementation projects;</li> <li>• Discern between the many data repositories and be able to extract information from a relational database;</li> <li>• Appreciate the concept of sustainable competitive advantage through IT;</li> <li>• Understand the alternative approaches for developing or acquiring information systems, and the advantages and disadvantages of each approach; and</li> <li>• Help shape IT strategy.</li> </ul>

<b>BUS 640</b> <b>Financial Principles and Practice</b>	2	<p>In BUS640, students will look at how organizations make decisions regarding resources, with a focus on the financial component of how they create value for their owners and stakeholders. The purpose is to introduce students to the basics of financial decision-making in organizations and to help them develop ways to apply these concepts in problem solving. Many of these principles can and should be applied to decision-making, not only in corporations but all organizations and even in one's personal life. The course builds from a foundation of basic accounting and explores valuation concepts, capital budgeting, and selected advanced topics such as risk management. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Evaluate the financial health of the firm and strategies it employs to create shareholder value.</li> <li>• Apply basic Time Value of Money (TVM) concepts.</li> <li>• Value equity and debt securities utilizing discounted cash flow models.</li> <li>• Identify the cash flow to stockholders and cash flow to bondholders associated with a new project.</li> <li>• Calculate an estimate of the cost of capital for a publicly held firm.</li> <li>• Evaluate the profitability of a capital project based on discounted cash flow analysis.</li> <li>• Describe option related features of capital projects.</li> </ul>
<b>BUS 655</b> <b>Marketing Management</b>	2	<p>BUS655 provides a broad overview of all the marketing activities involved in the provision of products and services to end consumers and organizational customers. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• Mastery of marketing terminology and concepts.</li> <li>• Understanding of the perspectives and influences that shape marketing decision making</li> <li>• Ability to connect marketing functions to organizational goals of customer value creation</li> </ul>
<b>BUS 656</b> <b>Marketing Strategy and Planning</b>	2	<p>In BUS 656 students are introduced to marketing strategy planning. The course builds on learnings from BUS 655, Marketing Management, with an emphasis on analyzing markets to develop effective marketing strategies. Student takeaways include fostering skills to:</p> <ul style="list-style-type: none"> <li>• Analyze marketing problems and propose and evaluate alternative solutions.</li> <li>• Evaluate and prioritize information that influences marketing decisions.</li> <li>• Apply a process for developing a marketing strategy.</li> <li>• Effectively communicate a recommended strategy and its underlying rationale.</li> </ul>

<b>CIS505</b> <b>Database Concepts</b>	1	<p>Organizations cannot survive without access to accurate, timely, and reliable information. This information comes from various systems (e.g., mobile devices, sensors, point-of-sale systems, ERP systems, online ordering systems, data warehouses, social media), all of which have databases at their core. The ability to manipulate and manage a database are necessary skills for students in analytics. CIS505 provides a foundation in relational database management systems, the SQL language and their value in the creation of business intelligence. By the end of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Recognize patterns of data relationships that exist in most business applications;</li> <li>• Analyze the organizational consequences of poor data quality and noncompliance;</li> <li>• Be able to write basic SQL statements to operate against a relational database;</li> <li>• Understand the fundamental principles behind relational data structures;</li> <li>• Help shape data and analytics strategy.</li> </ul>
<b>CIS 570</b> <b>Business Intelligence</b>	3	<p>Organizations are awash with data that they collect and store as part of their routine operations. Business intelligence refers to the harnessing of these vast data stores to understand and solve problems, enhance decision-making, and discover new opportunities. CIS570 will focus on the concepts, processes, techniques, and technologies that managers can use to store, access, transform, analyze, mine, and visualize data for the purpose of deriving business value from it. Upon successful completion of the course, students should have:</p> <ul style="list-style-type: none"> <li>• Acquired a sound knowledge of the field of business intelligence (BI) including its impacts, capabilities, and role in decision making,</li> <li>• Learned about BI technologies and the vendors that shape the industry,</li> <li>• Gained hands-on experience with some popular BI tools.</li> </ul>
<b>CIS 575</b> <b>Applied Data Mining and Analytics in Business</b>	3	<p>In CIS 575, students learn data mining concepts, methodologies, models, tools, and its applications to business for statistical analysis, prediction, classification, segmentation, and textual analysis. Upon successful completion of the course, students would know:</p> <ul style="list-style-type: none"> <li>• The importance of data mining and its applications in business</li> <li>• The data mining process</li> <li>• Data mining methods/techniques for prediction, classification, segmentation, association, and textual analysis.</li> <li>• How to build, run and validate data mining models, and how to interpret model results</li> <li>• How to use data mining software applications/tools</li> </ul>

**CIS576**
**Business Data Visualization**

3

In CIS 576, students learn both the ideas and methods of data visualization, and also develop the skills necessary to solve visualization problems and evaluate visualizations. Student takeaways include:

- Understand the basic theories and principles behind effective data visualization
- Develop a practical appreciation of why some visualizations work well, while others fail to communicate or even mislead
- Create a wide range of visualizations
- Refine visualizations for effective presentation

-----OR-----

**CIS601**
**Enterprise Computing & Systems Integration**

3

In CIS 601, students will learn the strategic value of enterprise systems, evaluate risks associated with enterprise system implementations, gain hands-on experience with SAP (an ERP system), and understand the MRP process. Student learning outcomes include:

- Defining of enterprise systems and their role in business process integration
- Understanding the strategic value of using an enterprise systems to manage information across functional areas of businesses
- Evaluating the risks and challenges of enterprise system implementations
- Demonstrating hands-on knowledge of how to use enterprise systems

<b>MKT610</b> <b>Qualitative Marketing Research Methods</b>	1	<p>In MKT610, you will be introduced to qualitative marketing research methods including observation, in-depth interviews, group discussions, and ethnographies; face-to-face and on-line modalities. You will:</p> <ul style="list-style-type: none"> <li>• Learn which tools to apply to which types of marketing challenges</li> <li>• Learn how to ask good questions</li> <li>• Learn how to design and execute qualitative marketing research projects: articulate business objectives, select tools and methods, craft discussion guides, collect and analyze data, draw insights and recommendations.</li> <li>• Execute a piece of qualitative marketing research to answer your own real-world current business challenge. Most students do real projects useful to them in their current jobs. Some leverage this opportunity to do a project for a company they want to work for - adding an impressive item to their resume.</li> </ul> <p>The emphasis in this class is on applying marketing research insights to business challenges.</p>
<b>MKT621</b> <b>Search Engine Marketing and Optimization</b>	1	<p>MKT 621 focuses on search engine optimization (SEO) and search engine marketing (SEM). As part of the course, students will improve the visibility of webpage(s) in the “organic results” and “local search results” through a variety of SEO tactics. Students will also learn how to use paid activities (using the Google AdWords platform) to drive traffic from the search engine results page. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand how a search engine functions and the criteria that Google uses to rank web pages.</li> </ul>

		<ul style="list-style-type: none"> <li>• Improve the search engine optimization of webpage(s) through the technical, on-page optimization, and off-page optimization SEO activities.</li> <li>• Understand the basics of the Google Ads auction mechanism.</li> <li>• Develop a search engine marketing campaign using the Google Ads platform.</li> <li>• Interpret and analyze the results of a search engine marketing campaign.</li> <li>• Understand how SEO and SEM activities fit within an organization's overall marketing strategy.</li> </ul>
<b>MKT 650</b> <b>Data Analytics</b>	2	<p>MKT650 examines the pivotal role of marketing research in the data analytics process with an emphasis on primary, quantitative research. Students will develop an understanding of research design, including exploratory, causal (experimental), and descriptive research, measurement, survey development, sampling, data collection, and fundamentals of marketing analytics. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• Understand the stages of the marketing research process</li> <li>• Define research problems and develop research questions to provide strategic insights</li> <li>• Distinguish among various research designs and understand the appropriate use of each</li> <li>• Develop sound measures for use in quantitative research</li> <li>• Design questionnaires using an online survey development platform</li> <li>• Design experiments and understand how to overcome threats to their validity</li> <li>• Develop and execute an appropriate sampling plan</li> <li>• Conduct descriptive, inferential, difference, and associative analysis using data analytics</li> <li>• Interpret and communicate the findings from marketing research</li> </ul>
<b>MKT651 Applied Data Analytics</b>	2	<p>In MKT651, students learn analytic techniques used by marketers to transform data into strategic decision-making information. Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Perform advanced statistical analysis including regression, factor, cluster, multidimensional scaling, conjoint, and forecasting analysis.</li> <li>• Use data from analyses to guide marketing strategies including marketing segmentation, market positioning, new product design, pricing strategies, advertising choice, and others.</li> <li>• Present and interpret data in a meaningful way to internal and external stakeholders.</li> <li>• Develop high quality reports, dashboards and visualizations with marketing data.</li> </ul>
<b>MKT670</b> <b>Digital Marketing</b>	1	<p>MKT 670 focuses on digital marketing tactics and the practical application of those tactics in support of basic business strategies as they apply to the online world of marketing, including websites, analytics, content marketing, email marketing, and emerging technologies, among other digital based topics. Particular focus will be given to measurement in a digital world through analytics and metrics. Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the scope of digital marketing and its influence on a firm's overall marketing strategies</li> <li>• Plan and implement an effective web presence</li> <li>• Navigate a website CMS to create to maintain and update a website.</li> <li>• Install, interpret and utilize website analytics data.</li> <li>• Use an inbound marketing strategy to attract, nurture and convert leads.</li> </ul>

<b>MKT686</b> <b>Marketing Practicum</b>	2	<p>This course is designed to allow students to apply critical skills and tools acquired during their MBAMDA curriculum. Working with a real business problem to address a data-driven marketing challenge provides an ideal context through which to apply learned skills. The final project deliverables and presentation culminate the degree program and are expected to be of the highest quality and analytical rigor. Unlike other courses, this course is a 100% hands-on, project-based class. It is also fully online, meaning the course structure is not designed to incorporate all-class meetings. Upon successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify and clearly articulate a marketing problem or question.</li> <li>• Use a variety of research approaches to understand the environment as it relates to a specific marketing challenge.</li> <li>• Apply appropriate analytical techniques learned throughout their MBA program to real data in a rigorous way that offers insights into a marketing problem.</li> <li>• Use data to offer concrete recommendations that address a marketing problem or answer a research question.</li> <li>• Develop data-oriented communication, project management, and team and leadership skills, as well as novel presentation tools.</li> </ul>
<b>Choose two of the following courses – 4 credits</b>		
<b>BUS 615</b> <b>Managerial Accounting</b>	2	<p>In BUS 615, students explore the use of accounting information to plan, control, and measure activities inside organizations. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• The role of decision rights, performance measurement, and reward systems in strategy implementation as well as mitigation of incentive misalignments</li> <li>• Levers of Control framework</li> <li>• Design and implementation of accounting information systems (e.g. budgeting systems, Balanced Scorecards, etc.)</li> </ul> <p>Cleaning and analyzing accounting data and communicating results.</p>
<b>BUS 616</b> <b>Financial Reporting and Analysis</b>	2	<p>In BUS616, students will learn tools and techniques for assessing and predicting the financial condition of the firm, including statement construction, performance evaluation, forecasting and shareholder value analysis. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• Prepare and analyze basic financial statements</li> <li>• Interpret basic GAAP</li> <li>• Account for how GAAP is established in US</li> <li>• Analyze equity transactions</li> <li>• Interpret financial accounting information using analytical tools</li> <li>•</li> </ul>
<b>BUS 635</b> <b>Business Economics for the World Market</b>	2	<p>BUS635 provides an introduction to the basic micro- and macroeconomic ideas and how they apply to a “real-world” context. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Analyze and interpret broad economic trends and indicators</li> <li>• Utilize basic economic principles to analyze fundamental business problems</li> <li>• Explain imperfect competition, monopoly, and regulation</li> <li>• Discuss implications of government action in the marketplace</li> <li>• Describe patterns of international trade and impacts of trade agreements</li> <li>• Demonstrate knowledge of exchange rates and their impact on the business sector</li> </ul> <p>Discuss recent economic events around the world and their impact on business</p>

<b>BUS 641</b> <b>Financial Markets and Investments</b>	2	<p>In BUS641, students will learn about a wide range of topics from stocks and bonds to portfolios, mutual funds and leveraged investments such as options. Upon completion of this course, students should be competent in the following areas:</p> <ul style="list-style-type: none"> <li>• Financial Instruments: understand the structure of, value of, and how they are traded; including stocks, bonds, mutual funds, exchange traded funds and options</li> <li>• Portfolio Analysis: forming, evaluating and managing both active and passive portfolios.</li> <li>• Technical Analysis: Be able to consider anomalies and a few technical trading patterns that might occur from time to time. The focus here will be on repeatability or lack thereof, and the ability to possibly invest more carefully.</li> <li>• Risk and Return: Know how to measure risk, how to diversify risk by forming portfolios, and how returns from investments are related to risk.</li> <li>• Valuation: Know the different features of two major types of financial securities: fixed income securities (bonds) and equity securities (stocks). Students should also be able to value these securities.</li> <li>•</li> </ul>
<b>Elective Courses – 1 credit</b>		
<b>BUS 515</b> <b>Career Management</b>	1	<p>In BUS515, students will learn tools to create a career strategy and personal brand. Course outcomes include:</p> <ul style="list-style-type: none"> <li>• Create a well-developed career and personal marketing plan</li> <li>• Gain an understanding of your personal competitive advantages and strengths</li> <li>• Customize personal marketing tools (cover letter/resume/LinkedIn profile) to fit identified career path</li> <li>• Gain competency in reactive and proactive job searching strategies</li> <li>• Develop lifelong career management skills including networking, interviewing and offer negotiation</li> </ul>
<b>BUS 623</b> <b>Building and Leading Exceptional Teams</b>	1	<p>BUS623 explores factors that contribute to exceptional organizational teams with an emphasis on effective and ineffective leadership. From the shop floor to the boardroom, organizations are increasingly leveraging teams and place a premium on effective leadership to garner the synergistic benefits that are assumed to accrue from the use of such teams. Examine effective teamwork and leadership and survey current trends and developments in theory and practice. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Expose students to current thinking and research regarding the study and practice of teamwork and leadership.</li> <li>• Gain a deeper understanding of human behavior in the workplace – particularly within the context of organizational teams.</li> <li>• Study characteristics of effective and ineffective leadership to assist students in generating their own “ideal” leadership model.</li> </ul>
<b>BUS 634</b> <b>Sustainable Venturing and the New Energy Economy</b>	2	<p>BUS634 integrates intellectual foundations of economics with entrepreneurial thinking and applied knowledge of the energy industry. It examines the economic drivers, industry structures, and competitive dynamics of sustainable enterprise with an emphasis on renewable and sustainable energy. Through simulations, readings, examples, and assignments, the course also focuses on specific venture strategies that are being utilized to capture economic opportunities in these and other sectors. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Recognize the economic sources of social and environmental problems and the transformation necessary to eliminate those underlying conditions.</li> <li>• Develop an understanding of the role of entrepreneurs in resolving market failures and social and</li> </ul>

		<p>environmental problems, and in transitioning to a more sustainable economy.</p> <ul style="list-style-type: none"> <li>• Discover the economic opportunities present in the resolution of social and environmental issues and the specific means of capturing those opportunities.</li> <li>• Become familiarized with sustainable and renewable energy and the technical, economic, and competitive issues associated with related technologies and business models.</li> </ul>
<b>BUS 690A</b> <b>Ethical Leadership Symposium</b>	1	<p>This BUS690A course provides an examination of both business and personal ethics, and how they intersect. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• Relationship between principles, values, ethical culture, and competitive advantage</li> <li>• Application of ethical concepts for personal development and developing a personal brand</li> <li>• Coverage of a variety of topics dealing with ethics in organizational leadership, discipline-based decision-making, and larger issues dealing with business and society</li> <li>• Practical application of ethical principles</li> </ul>
<b>FIN 602</b> <b>Options and Futures</b>	1	<p>In FIN 602, students learn about introduction to option pricing concepts, tools, and applications. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• foundations and mechanics of derivatives markets</li> <li>• types of available derivative investments</li> <li>• most popular and some advanced options strategies</li> <li>• an introduction to determination of derivative product values including the Black-Scholes model and binomial tree model</li> </ul>
<b>FIN 606</b> <b>Fundamentals of International Finance</b>	1	<p>FIN606 presents the economic and institutional backdrop that underlies currency markets and international trade. Topics covered include financial globalization, balance of payments accounting, international monetary systems, exchange rate behavior and determination, and international parity conditions. At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the causes and consequences of globalization and international transactions account balances</li> <li>• Analyze arbitrage opportunities, real world exchange rate changes, and international investment returns</li> </ul>
<b>FIN 609</b> <b>Fundamentals of Personal Finance</b>	1	<p>FIN609 addresses issues dealing with the financial planning process which involve formulating, implementing and monitoring multifunctional decisions that enable an individual or family to achieve financial goals. Topics of focus:</p> <ul style="list-style-type: none"> <li>• Time Value of Money</li> <li>• Personal financial statements and analysis of current financial position</li> <li>• Retirement plans</li> <li>• Government sponsored benefits</li> <li>• Education planning</li> <li>• Economic factors affecting financial planning decisions</li> <li>• The financial planning process</li> </ul>

<b>FIN 613</b> <b>Alternative Investments</b>	2	<p>In FIN 613, students learn how alternative investments can affect the risk and return characteristics of portfolios. Examples of alternative investments covered in the course include hedge funds, ETFs, private equity, futures, commodities, and real estate. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• An understanding of the risk and return characteristics of traditional portfolios created using stocks and bonds.</li> <li>• An understanding of how adding alternative investments can improve portfolio outcomes.</li> <li>• An understanding of how the different alternative investments tend to perform over time as the economy goes through periods of growth and recession.</li> </ul>
<b>FIN 650</b> <b>Behavioral Finance</b>	2	<p>FIN650 is an introduction to the world of behavioral finance, where human emotions rule and markets are moved as much by psychological factors as by fundamental financial information. Using some of the more popular and accepted theories of human behavior from the fields of psychology and decision-making, we will characterize some prevalent features of irrational behavior in the financial markets. We will discuss typical errors made by financial market participants as a result of behavioral biases, and also examine the extent to which irrationality can affect financial markets at the aggregate level (“bubbles”), how long irrationality may persist, and what factors will eventually cause these bubbles to burst (“crashes”). Students successfully completing this course will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the differences between traditional and behavioral schools of thought</li> <li>• Recognize market wide behavioral patterns in asset returns that relate to mood, sentiment and anomalies</li> <li>• Examine and analyze behavioral asset pricing models and limits to arbitrage</li> <li>• Describe fundamental heuristics, cognitive errors, and emotional biases that affect financial decisions</li> <li>• Identify how these biases affect decisions of finance practitioners and apply this understanding to help promote more efficient financial decisions for different categories of actors</li> <li>• Examine and analyze asset price bubbles</li> <li>• Describe the basics of behavioral corporate finance</li> </ul>
<b>MKT 611</b> <b>Quantitative Marketing Research Methods</b>	1	<p>In MKT611, you will be introduced to quantitative marketing research concepts and tools including experimental design and causal inference, survey design and execution, sampling, finding and leveraging secondary data, segmentation and targeting, and positioning and mapping. In addition, a brief introduction is offered on big data, machine learning, artificial intelligence, and neuro/physiological marketing research. You will:</p> <ul style="list-style-type: none"> <li>• Design an experiment to answer a marketing question</li> <li>• Calculate sample size needed</li> <li>• List and describe secondary sources; find some useful to you in your industry</li> <li>• Use cluster analysis to group consumers into segments. Design marketing programs for those segments. You have an opportunity to code the cluster analysis in R with step-by-step instructions; or take the instructor-generated output.</li> <li>• Design, execute, and draw insights from a survey. Most students do a real project useful to them in their day-job. Some leverage this opportunity to do a project for a company they want to work for - adding an impressive item to their resume.</li> </ul> <p>The emphasis in this class is on applying marketing research insights to business challenges.</p>

<b>MKT 661</b> <b>Consumer Behavior</b>	1	<p>MKT661 is designed to provide an overview of consumer behavior. Often times, effective marketing practices center on understanding and satisfying consumers' needs and wants. The focus of the course is to understand the role of consumers in society and on its relevance to marketing managers. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Critical and Analytical Thinking. You will understand the usefulness of buyer behavior theories. In addition, you will learn to use theories to explain buyer behavior and marketing practices.</li> <li>• Problem Solving Skills. You will be able to apply the buyer behavior concepts, theories, and frameworks that you have learned.</li> <li>• Customer Focus. You will gain experience in, and develop an appreciation for, adopting a customer focus.</li> <li>• Sensitivity toward the Effects of Marketing. You will gain an improved understanding of both the positive and negative impacts of marketing efforts on consumers.</li> </ul>
<b>MKT 662</b> <b>Strategic Selling for Business Customers</b>	1	<p>MKT662 blends managerial and theoretical perspectives in an examination of sales strategies, sales tactics and best practices in professional selling. The primary context for the course is business-to-business (B2B) selling, although many of the course concepts are relevant for direct-to consumer situations. The course examines the entire sales process, with particular emphasis on relationship selling, planning and delivery of sales presentations, and trust-building techniques. Course objectives include:</p> <ul style="list-style-type: none"> <li>• Personal Selling</li> <li>• Building Trust and Sales Ethics</li> <li>• Understanding Buyers</li> <li>• Communications Skills</li> <li>• Strategic Prospecting and Preparing for Sales Dialogue</li> <li>• Planning Sales Dialogues and Presentations</li> <li>• Making Effective Sales Calls</li> <li>• Addressing Concerns and Earning Commitment</li> </ul>
<b>MKT 667</b> <b>Services Marketing</b>	1	<p>In MKT667, the unique features that distinguish the marketing of services from the marketing of goods are presented and examined. In addition, key concepts such as customer satisfaction, service quality, service failure and recovery, customer retention, and creating a service culture are explored. Student takeaways include:</p> <ul style="list-style-type: none"> <li>• Identify differences between the marketing of services and the marketing of goods.</li> <li>• Explore the use of the servicescape, process, and people as additional marketing mix variables.</li> <li>• Understand and discuss key issues required in managing customer satisfaction and service quality.</li> <li>• Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.</li> <li>• Appreciate other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/ operations/human resource systems.</li> </ul>
<b>REL 602</b> <b>Real Estate Finance and Investments</b>	2	<p>REL602 provides an introduction to various aspects of real estate finance and investment. The course covers a broad spectrum of real estate principles and terms including legal concepts, financing methods, calculations and decisions, valuation and investment. This course is an excellent elective for all students as it provides practical and important material relevant to the students' personal and professional lives.</p> <ul style="list-style-type: none"> <li>• Explain the nature and basic characteristics of real estate and its markets.</li> </ul>

		<ul style="list-style-type: none"><li>• Recognize and apply time value of money concepts as they relate to market value, borrower decisions and investment analysis.</li><li>• Utilize and apply the appraisal process to determine market value.</li><li>• Demonstrate understanding of basic real estate financing methods such as applicable laws, contracts and financing decisions.</li></ul>
--	--	--

Updated  
12/2021

**Questions?:** [cobgradinfo@colostate.edu](mailto:cobgradinfo@colostate.edu) | (800) 491-4622 x2