

Marketing (MARK)

MARK 3001 Introduction to Marketing (3 credits)

Examines the marketing process in the operations of firms in profit and nonprofit sectors. Environmental forces including consumer characteristics, government regulation and social aspects are explored. Emphasis is given to how firms develop marketing strategies in terms of target market selection, segmentation and marketing mix variables such as product development, promotional methods, price determination and channels of distribution. Ethical aspects of marketing are also given consideration.; ECON 1001 or ECON 1103.

Prerequisite: Soph. stndg.

Level of Study: Undergraduate

Interdisciplinary Studies: Public History

Last four terms offered: 2023 Summer Term, 2023 Spring Term, 2022 Fall Term, 2022 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%203001>)

MARK 3986 Internship Work Period (0 credits)

SNC/UNC grade assessment.

Prerequisite: MARK 3001, cons. of prog. dir. and cons. of Business Career Center.

Level of Study: Undergraduate

Last four terms offered: 2023 Summer Term, 2022 Summer Term, 2021 Summer Term, 2020 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%203986>)

MARK 4005 Sports and Entertainment Marketing (3 credits)

Applies marketing principles to and examines marketing-related issues within a range of organizations and activities from the sports and entertainment industries. Begins with a review of core marketing concepts and the history of entertainment and sports marketing and then explores various related fields with the goal of understanding how each leverages marketing tools to maximize revenues and the customer experience. Evaluation includes a combination of projects, case studies and student presentations.

Prerequisite: MARK 3001; MARK majors or minors or Sports Management minor.

Level of Study: Undergraduate

Last four terms offered: 2016 Spring Term, 2015 Spring Term, 2014 Spring Term, 2013 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204005>)

MARK 4010 Consumer Behavior (3 credits)

To learn about the factors that influence consumers' purchasing decisions of services and products. Behavioral science concepts will be examined including perception, motivation, learning, self-concept, personality, attitudes and attitude change, culture, social class, reference groups and the family unit. Application of behavioral concepts (from psychology, sociology, anthropology and economics) to marketing management and marketing research problems, including diffusion of innovations (new products), brand loyalty, consumer satisfaction and consumer decision-making models.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2023 Summer Term, 2023 Spring Term, 2022 Fall Term, 2022 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204010>)

MARK 4020 Integrated Marketing Communications (3 credits)

Study of the various marketing communication tools used to develop a strong connection between the firm and its customers. Issues related to message development, creative tactics and media are explored, as are application of behavioral sciences and other theoretical frameworks as they apply to developing effective marketing communications. Social, legal and ethical aspects of marketing communications are also considered.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Interdisciplinary Studies: Public History

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204020>)

MARK 4030 Customer Relationship Management (3 credits)

This course examines different Customer Relationship Management (CRM) programs and shows how to identify strengths and weaknesses associated with these programs. The course will examine, but not limited to, issues of developing an understanding how CRM can be best implemented, developing skills in identifying customer satisfaction and loyalty, organizing an effective customer loyalty program and its implementation. The course includes a combination of lectures, video presentations, guest speakers, assigned readings, case studies, and research assignments.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2022 Fall Term, 2021 Fall Term, 2020 Fall Term, 2019 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204030>)

MARK 4040 International Marketing (3 credits)

Takes theoretical, strategic, and ethical approaches to evaluate and understand organizational behaviors; economic, political, cultural and technological developments at local, regional and global levels; country market selection, market entry strategies (exporting, licensing and foreign direct investments) and marketing mix strategies (product, price, supply chain, and integrated marketing communication). Issues related to global market segmentation, targeting and positioning are also examined.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Marquette Core Curriculum: SSC Crossing Boundaries

Interdisciplinary Studies: International Affairs

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2021 Fall Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204040>)

MARK 4050 Digital Marketing (3 credits)

Examines modern marketing trends, techniques and technologies. Topics include search and display advertising, search engine optimization, social media and virality, content marketing, online reputation management, online experimentation, mobile marketing and others. Special emphasis is placed on the impact of digital marketing on consumer privacy.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Marquette Core Curriculum: SSC Expanding Our Horizons

Last four terms offered: 2022 Fall Term, 2022 Spring Term, 2021 Fall Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204050>)

MARK 4060 Marketing Research (3 credits)

Provides a scientific solution to marketing problems by focusing on qualitative techniques (e.g., focus groups) and quantitative techniques (e.g. survey) for data collection, storing of data in data sets and databases, data analysis using statistical techniques, and interpretation of results. Topics include research analysis, research design, sampling analysis, data collection methods, data storage methods, univariate and bivariate statistical analysis, report writing and the integration of research and marketing management. Marketing and Professional Selling minors may substitute COMM 1700, MATH 1700, SOCI 2060 or SOCI 2060H for BUAD 1560.

Prerequisite: MARK 3001 and BUAD 1560.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2022 Summer Term, 2022 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204060>)

MARK 4065 Marketing Analytics (3 credits)

Consists of a combination of exercises, case studies, guest speakers and lectures that give students the analytical tools and the mindset to migrate from a qualitative to a more quantitative brand of marketing. Analytics adds an all-important quantitative edge to the marketing toolbox by helping companies transform data, information and insights into more effective decisions and higher profits. Differs from traditional marketing research courses by focusing on the marketing strategies underlying quantitative analysis.

Prerequisite: MARK 3001, and one of the following: BUAD 1560, MATH 1700 or MATH 4720.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204065>)

MARK 4070 Marketing and Society (3 credits)

Focuses on environments external to the firm which have significant consequences on marketing practice. Evaluates how the marketing system contributes to or impedes the objectives of society. Topics discussed: Consumerism, Law, Marketing Ethics, Ecology, Marketing and Corporate Social Responsibility.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Interdisciplinary Studies: Ethics

Last four terms offered: 2017 Fall Term, 2016 Fall Term, 2016 Spring Term, 2015 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204070>)

MARK 4075 Strategic Brand Management (3 credits)

A diverse collection of global brands provides the lens through which students examine the strategic and creative elements of brands and brand management. By examining brands from an organizational and consumer perspective students understand and apply the strategies and tactics that successfully create and grow global brands.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204075>)

MARK 4080 Product and Pricing Strategy (3 credits)

New Product development, competitive strategies and product life cycles as components of effective product management. The environment of pricing strategy and recent developments in pricing decision making as well as the psychological aspects of pricing.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Spring Term, 2021 Fall Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204080>)

MARK 4085 Marketing Channel Strategy (3 credits)

Examines the design, structure, and ongoing management of marketing channels as inter-organizational systems involved in the flow of goods and services from creation to the consumer. Topics include: manufacturing, wholesaling, retailing, facilitating agencies, supply chain logistics, and B2B relationship management as they apply to the distribution of goods and services through marketing channels.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2022 Fall Term, 2021 Fall Term, 2017 Fall Term, 2016 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204085>)

MARK 4094 Professional Selling (3 credits)

Professional selling introduces students to the dynamic world of relationship selling. Organized around developing ethical sales skills that will lead to long-term relationships between buyers and sellers. Students learn and practice concepts on preparing for and completing a sales call, focusing on customer analysis, networking, question development, handling objections, negotiations and closing the sale. Classes are highly interactive and designed to develop selling concepts, skills and self-confidence through experiential exercises, role-plays and presentations

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2023 Summer Term, 2023 Spring Term, 2022 Fall Term, 2022 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204094>)

MARK 4095 Retail Marketing (3 credits)

Retail is the largest private-sector employer in the United States, supporting more than one in four U.S. jobs. Its importance to our economy cannot be overstated, yet there is a general misunderstanding about what retail entails and how marketing plays a significant role. Explores the history and future of retail, product merchandising, pricing, e-commerce, merchandise buying process, store atmospherics, retail research and more. Students also participate in a hands-on project integrating class learnings within a real-world scenario.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2022 Fall Term, 2022 Spring Term, 2021 Fall Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204095>)

MARK 4110 Marketing Management (3 credits)

The application of marketing variables are emphasized in terms of analyzing, planning, implementing and controlling marketing activities for a firm. A major component is understanding how to develop marketing objectives, policies, programs and strategy for the firm. Experience is given in crafting marketing programs and developing marketing decisions through target market selection and formulation of marketing mix parameters of product, price, place and promotion. The case method is commonly used., MARK 3001, MARK 4060, and one other MARK course

Prerequisite: Sr. stndg.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204110>)

MARK 4191 Advanced Selling (3 credits)

Sales management builds on the framework of professional selling, providing students the opportunity to develop skills needed to be successful leaders in an organization. Using industry-leading cases, students learn and apply skills on designing, organizing, and training a sales force; selling to medium and large accounts; expanding business operations and coaching sales professionals to exceed forecasted goals. Classes are highly interactive and allow for discussion of concepts with fellow students and guest speakers who specialize in sales management

Prerequisite: MARK 4094.

Level of Study: Undergraduate

Last four terms offered: 2022 Fall Term, 2021 Fall Term, 2021 Spring Term, 2020 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204191>)

MARK 4192 Sales Management (3 credits)

Designed to illustrate and examine the strategies and managerial approaches used in the recruitment, selection, motivation, compensation, training and supervision of salespeople. The primary goal is to examine all elements of a sales force, territory management and the effective management of the sales force. Through the use of eight modules, an infused live case study project and a concluding comprehensive simulation, students learn how the sales force operates as a key component of an organization's marketing effort and the implications for ultimate revenue generation of the firm.

Prerequisite: MARK 4094.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Spring Term, 2020 Fall Term, 2019 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204192>)

MARK 4931 Topics in Marketing (3 credits)

Topics vary.

Prerequisite: MARK 3001.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2021 Fall Term, 2019 Fall Term, 2019 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204931>)

MARK 4986 Marketing Internship - Grading Period (3 credits)

S/U grade assessment.

Prerequisite: MARK 3986; cons. of prog. dir. and cons. of Business Career Center.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204986>)

MARK 4989 Marketing Internship Work and Grading Period (3 credits)

S/U grade assessment.

Prerequisite: MARK 3001, cons. of prog. dir. and cons. of Business Career Center.

Level of Study: Undergraduate

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204989>)

MARK 4995 Independent Study in Marketing (1-4 credits)

Faculty-supervised, independent study/research of a specific area or topic in Marketing.

Prerequisite: Cons. of dept. ch.

Level of Study: Undergraduate

Last four terms offered: 2020 Fall Term, 2018 Spring Term, 2017 Fall Term, 2017 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%204995>)

MARK 5065 Marketing Analytics (3 credits)

Consists of a combination of exercises, case studies, guest speakers and lectures that give students the analytical tools and the mindset to migrate from a qualitative to a more quantitative brand of marketing. Analytics adds an all-important quantitative edge to the marketing toolbox by helping companies transform data, information and insights into more effective decisions and higher profits. Differs from traditional marketing research courses by focusing on the marketing strategies underlying quantitative analysis.

Prerequisite: Admitted to the graduate ACCO, BUAD, ECON, HCTM, HURE or LEDR program; and MBA 6010, MBA 6030 and MARK 6200; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%205065>)

MARK 5931 Topics in Marketing (3 credits)

Topics vary.

Prerequisite: Admitted to graduate ACCO, BUAD, or ECON program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2019 Spring Term, 2018 Spring Term, 2017 Spring Term, 2010 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%205931>)

MARK 6110 Consumer Behavior (3 credits)

Examines the buying process of planning, purchasing and using economic goods and services. Interdisciplinary in nature and applies concepts from psychology, sociology, economics and anthropology. Additional topics include services and industrial buying behavior. Case analyses are used.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON, or NURS program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Summer Term, 2021 Summer Term, 2020 Summer Term, 2019 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206110>)

MARK 6120 Integrated Marketing Communications (3 credits)

Integrated Marketing Communications (IMC) is a study of the promotional mix (i.e., advertising, personal selling, sales promotion, publicity, sponsorship, marketing, and point-of purchase communication) and other elements of marketing mix (i.e., product/brand, price, distribution) as they speak with one voice in communication between the firm and its customers. Specifically, integrated marketing communications, brand management, environmental marketing, the regulatory process, and ethical issues in advertising are first examined. Includes contributions to integrated marketing communications from the communications and semiotics fields, the behavioral sciences, and attitude and persuasion research are investigated. Explores branding, labeling, and packaging strategies. Includes analysis of direct marketing (including interactive marketing), trade and consumer sales promotion, public relations and rumor control, and the personal selling process. Examines specific treatment of the social, legal, ethical and international dimensions of integrated marketing communications.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON, or NURS program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206120>)

MARK 6125 Digital Marketing (3 credits)

Explores how firms provide value and stay competitive in an ever-shifting, lightning-paced environment. Examines the social and technological forces changing marketing today. Topics include: social media marketing, content marketing, search engine marketing, online advertising, omni-channel and an in-depth look at a variety of social media venues and apps. Also introduces professional digital marketing analysis, monitoring and management tools.

Prerequisite: Admitted to graduate ACCO, BUAD, CCOM, ECON, or NURS program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2018 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206125>)

MARK 6130 Customer Relationship Management (3 credits)

Focuses on optimizing profitable relationships with customers, recognizing that customers are a company's most important asset. Explores marketing variables that impact customers' satisfaction, loyalty and brand advocacy. Emphasizes exceptional and relevant customer experience as the most available path to a sustainable competitive advantage. Provides instruction on how to apply a number of CRM metrics; customer lifetime value (CLV), recency/frequency/monetary (RFM) and value estimation. Also provides hands-on experience developing predictive models using CRM data and tools.

Prerequisite: Admitted to the graduate ACCO, BUAD, ECON, or NURS program; MBA 6010 and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2022 Fall Term, 2021 Spring Term, 2019 Summer Term, 2015 Summer Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206130>)

MARK 6136 Sales Management (3 credits)

Develops skills to be successful leaders as sales managers. Students learn and apply skills on designing, organizing and training a sales force, selling to medium and large accounts, expanding business operations, and coaching sales professionals to exceed forecasted goals. Class is highly interactive.

Prerequisite: Admitted to graduate ACCO, BUAD, CCOM, ECON, or NURS program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Spring Term, 2020 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206136>)

MARK 6140 Global Marketing Strategy (3 credits)

Develops an understanding of international marketing concepts and shows how these concepts can be applied to different international marketing environments and situations; examines the major environmental factors influencing the development of international marketing strategies; critically evaluates the developments in global economic, technological, political, and ethical/social environments; and examines the different international marketing mix configurations in terms of their strategic orientations and market relevancy.

Prerequisite: Admitted to the graduate ACCO or ECON program; or BUAD program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2022 Fall Term, 2022 Spring Term, 2021 Fall Term, 2020 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206140>)

MARK 6160 Marketing Research (3 credits)

Addresses how the information used to make managerial decisions is generated by gathering data, analyzing data, interpreting results and preparing research reports. Appropriate for both users of research results and those who aspire to be marketing researchers. SPSS and SAS are used for performing data analysis.

Prerequisite: Admitted to the graduate ACCO, BUAD, ECON, or NURS program and MBA 6010 and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Spring Term, 2022 Fall Term, 2021 Fall Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206160>)

MARK 6165 Marketing Analytics (3 credits)

Focuses on the marketing strategies underlying quantitative analysis and how that analysis leads to more effective decisions and greater profitability. Explores familiar marketing challenges using a toolbox of techniques. Uses a combination of hands-on practice, case studies, guest speakers and lecture to give students the analytical tools and the mindset to migrate from a qualitative to a more quantitative brand of marketing and improve job potential.

Prerequisite: Admitted to the graduate ACCO, BMAN or ECON program; or BUAD program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2020 Fall Term, 2020 Summer Term, 2020 Spring Term, 2013 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206165>)

MARK 6170 Marketing Ethics, Markets and Social Responsibility (3 credits)

Focuses on various social issues affecting the firm but central to managing marketing programs and competitive strategy. In-depth look at some of the broader, societal and public policy issues. Examines how the efficient and fair workings of markets influence the "value propositions" for products and services in a global economy, examined through the lens of business ethics. Topics and issues include the social responsibility of marketers, consumer rights, legal constraints upon competitive strategy, future of marketing practice and other macro concerns that affect market-based systems.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON, or NURS program, and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2017 Fall Term, 2016 Fall Term, 2015 Fall Term, 2014 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206170>)

MARK 6175 Marketing and Social Entrepreneurship (3 credits)

Introduction to the field of social entrepreneurship, a rapidly growing field that is driven by the need to develop sustainable, lasting, and innovative solutions to social and environmental problems. Special emphasis on the marketing component of social entrepreneurship. Explores how social entrepreneurs innovate in challenging international contexts with regard to product and service development, pricing strategies, distribution channels and promotional strategies. Touches on ethical issues in social entrepreneurship marketing.

Prerequisite: Admitted to the graduate ACCO, BUAD, CCOM, ECON, or NURS program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2015 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206175>)

MARK 6185 Brand Management (3 credits)

Investigates and applies the critical strategies that successfully build and grow global brands. Examines brands from both a managerial and consumer perspective. Specific topics include: establishing and measuring brand equity, marketing new and established brands, brand architecture and extension decisions, global branding issues and brand portfolio management. The focus ranges from small startup brands, consumer brands, government brands and B2B brands.

Prerequisite: Admitted to the graduate ACCO or ECON program; or BUAD program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2020 Fall Term, 2018 Fall Term, 2016 Spring Term, 2014 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206185>)

MARK 6200 Marketing for Management Decision Making (3 credits)

Explores marketing's role in leading companies to more innovative products, services, processes and business models. Demonstrates the importance of innovation to the modern corporation; the core marketing practices that drive corporate innovation; and the role of pricing in successful innovation. Provides hands-on practice in developing innovative products and services and in applying data-driven techniques to the innovation process.

Prerequisite: Admitted to the graduate ACCO or ECON program; or BUAD program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Spring Term, 2022 Spring Term, 2021 Fall Term, 2021 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206200>)

MARK 6931 Topics in Marketing (1-3 credits)

Topics vary.

Prerequisite: Admitted to the graduate ACCO or ECON program; or BUAD program and MBA 6080; or cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2023 Spring Term, 2021 Fall Term, 2014 Spring Term, 2013 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206931>)

MARK 6995 Independent Study in Marketing (1-3 credits)

Faculty-supervised, independent study/research of a specific area or topic in marketing.

Prerequisite: Admitted to the graduate ACCO, BUAD, ECON, or NURS program and MBA 6080; and cons. of M.B.A. prog. dir.

Level of Study: Graduate

Last four terms offered: 2021 Spring Term, 2020 Fall Term, 2020 Spring Term, 2019 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=MARK%206995>)