

MARKETING (MKT)

MKT 7010 Marketing Management 3 cr

Discussion of the marketing function and its importance to the organization. The course will focus on strategic and tactical issues related to market segmentation, positioning, targeting, product management, pricing, promotion, and distribution, both from a for-profit and not-for-profit perspective.

MKT 7080 Selected Topics in Marketing 3 cr

A study of selected areas of recent development in the field of marketing. Topics may include the marketing of services, market research, business to business marketing, marketing channel systems, personal selling or sales management, and physical distribution.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 7010 or MKT 6080.

MKT 7100 Readings in Marketing (Ph.D.) 3 cr

A survey of current literature in the major areas of marketing and marketing research. Emphasis upon empirical developments as they affect the application of marketing concepts.

MKT 7110 Doctoral Seminar in Marketing (Ph.D.) 3 cr

Advanced study of marketing thought integrating the functional areas of marketing. Seminars on selected research topics and recent developments in the field.

MKT 7120 Ph.D. Seminar in Buyer Behavior (Ph.D.) 3 cr

Concepts and literature relating psychological and sociological perspectives to buyer behaviour in Marketing.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: consent of instructor.

MKT 7200 Decisions and Concepts in Marketing 3 cr

Application of the principles of marketing from a managerial viewpoint; emphasis on marketing planning, strategy, and control; and appraisal of the effectiveness of marketing activities.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 7010 (formerly MKT 6080).

MKT 7210 Marketing and Competitive Behaviour 3 cr

Designed to give the student a deeper understanding of the dynamics of marketing behavior. Oriented towards theoretical conceptualizations of the problems and practices in marketing areas.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 7010 (formerly MKT 6080).

MKT 7220 Seminar in Marketing 3 cr

Study of selected topics in marketing with emphasis on recent theoretical developments and their application.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisite: MKT 7010 (formerly MKT 6080).

MKT 7232 Consumer Behaviour 3 cr

The intensive study of customer psychology associated with the development of effective marketing techniques. An in-depth knowledge of what motivates customers and the manner in which they make purchase decisions helps managers in predicting customer reactions to changes in the marketing mix and to the introduction of new products and services. Course topics first examine customers at the individual-level, and then address the interdependent aspects of consumption behavior by examining its social and cultural context.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Pre- or co-requisite: MKT 7010 (formerly MKT 6080).

MKT 7300 International Marketing 3 cr

A study of problems and opportunities of marketing in foreign environments. It will focus on the cultural, economic and geographical problems encountered in managing the marketing function from a Canadian manager's perspective.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisites: MKT 7010 (formerly MKT 6080).

MKT 7500 Readings in Marketing 3 cr

Supervised readings in one of the areas of Marketing.

PR/CR: A minimum grade of C is required unless otherwise indicated.

Prerequisites: MKT 7010 (formerly MKT 6080) and at least one other graduate level marketing course.