

# MARKETING (MAR)

## **MAR 600 Selected Topics (1-6 Credits)**

### *Management*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

## **MAR 652 Pricing Strategies for Products and Services (3 Credits)**

### *Management*

Double-numbered with MAR 452

Focuses on process of pricing decisions for products and services. Builds on conceptual foundations of economic and psychological theories of pricing, principles of optimal pricing decisions, strategies and techniques, analytical tools, and data sources. Additional work required for graduate students.

Advisory recommendation Prereq: MAR 636, MBC 638

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

## **MAR 653 Marketing Analytics (3 Credits)**

### *Management*

Double-numbered with MAR 453

The course will focus on three aspects of analytical marketing: survey research, managing and synthesizing data from multiple sources, and data analysis and decision making including regression analysis, choice modeling and classification, principle component analysis, and both cluster and conjoint analysis. Additional work for graduate students. Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

## **MAR 654 Digital Marketing Analytics (3 Credits)**

### *Management*

This course provides an analytical approach to data-driven decision-making in digital marketing. Students will learn how to design and analyze field experiments in digital environments. The major topics of the course include web analytics, digital marketing campaign optimization, and social media analytics.

## **MAR 655 Customer Relationship Management with Systems Applications and Products (3 Credits)**

### *Management*

Cross-listed with MIS 655, SCM 655

Integration of marketing, supply-chain and technology management aspects of customer relationship management. Operational, analytical and collaborative processes supported by SAP's integrated software. Actual use of SAP software, including Business Data Warehouse, with best-practice processes.

## **MAR 667 International Marketing Management (3 Credits)**

### *Management*

Cross-listed with INB 668

Impact of the international environment on international marketing activities.

Advisory recommendation Prereq: MBC 636

## **MAR 670 Experience Credit (1-6 Credits)**

### *Management*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing. Repeatable

## **MAR 690 Independent Study (1-6 Credits)**

### *Management*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. Repeatable

## **MAR 700 Selected Topics (1-6 Credits)**

### *Management*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

## **MAR 721 Marketing and the Internet (3 Credits)**

### *Management*

The course focuses on how traditional marketing approaches have to be modified to take advantage of the reach and capabilities of the internet, from understanding customer needs to after sales customer services. Advisory recommendation Prereq: (MBC 603 AND MBC 604) OR MBC 636

## **MAR 741 Marketing Community and Public Service Agencies (3 Credits)**

### *Management*

Design, implementation, and control of marketing programs for community and public service agencies: performing arts, health care, urban planning, police, educational, scientific, and technical organizations

## **MAR 745 Strategic Brand Management (3 Credits)**

### *Management*

Concepts and tools acquired from various marketing courses to develop analytical and decision-making skills for planning and implementing a marketing strategy from the brand manager's point of view. Advisory recommendation Prereq: MBC 604 or MBC 636

## **MAR 751 Environmental Influences on Innovation (3 Credits)**

### *Management*

Major environmental forces that shape innovation policy from a technology, market, international, economic, social, and political-legal perspective. Managerial response to environmental forces. Advisory recommendation Prereq: MBC 636

## **MAR 752 Introduction to Innovation Management (3 Credits)**

### *Management*

The process of converting ideas, technology, and customer needs into new products, services, and processes. Environmental and organizational influences on the innovation process. Advisory recommendation Prereq: MBC 636

## **MAR 753 Marketing Channel Management (3 Credits)**

### *Management*

Marketing channels as both economic and social systems. Channel change and evolution, channel membership, structural and functional relationships, interorganizational behavior, and channel information management.

Advisory recommendation Prereq: MBC 636

**MAR 754 Seminar in Marketing Research (3 Credits)**

*Management*

Collection, analysis, and interpretation of data. Problem definition, questionnaire design, attitude measurement, data analysis, and demand forecasting. For those interested in conducting marketing research or using research information for marketing decision making.

Advisory recommendation Prereq: MBC 636, 638

**MAR 755 Marketing Communications Strategy (3 Credits)**

*Management*

Managerial aspects. Determination of promotional budgets, planning and building promotional effectiveness, scheduling and monitoring promotional impact.

Advisory recommendation Prereq: MBC 636

**MAR 756 Market Measurement and Analysis (3 Credits)**

*Management*

Application of analytical and quantitative techniques to market measurement. Product-market strategy.

Advisory recommendation Prereq: MBC 636 and 638

**MAR 757 Managing Innovative Products and New Ventures (3 Credits)**

*Management*

Problems in developing new products and new corporate ventures. Designing innovation strategies, risk taking, technology planning, evaluation of new product proposals, and managing the innovation team.

Advisory recommendation Prereq: MBC 636

**MAR 759 Seminar in Marketing (3 Credits)**

*Management*

Selected topics in marketing. Current issues and problems in marketing.

Advisory recommendation Prereq: MBC 636

**MAR 761 Marketing Strategies for Innovations (3 Credits)**

*Management*

Commercializing new products, services, and technologies. Introduction and diffusion of innovations, market planning, product strategy design, and marketing decision making.

Advisory recommendation Prereq: MBC 636

**MAR 777 Global Supply Chain Management & Risk Mgmt (3 Credits)**

*Management*

Cross-listed with SCM 777

Double-numbered with SCM 477

Topics include: design of global facility networks, containerization and logistical planning across borders, benefits and risks of outsourcing and offshoring while integrating financial and accounting-related matters such as exchange rates, duties, drawbacks and tax differentials.

Advisory recommendation Prereq: MBC 616, 638

Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

**MAR 900 Selected Topics (1-6 Credits)**

*Management*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

**MAR 930 Seminar in Marketing Theory (3 Credits)**

*Management*

Current marketing theory as developed by contemporary writers.

Repeatable

Advisory recommendation Prereq: MBC 636

**MAR 960 Doctoral Seminar in Marketing (3 Credits)**

*Management*

Repeatable

**MAR 962 Marketing and Supply Chain Models (3 Credits)**

*Management*

Cross-listed with SCM 962

Statistical/econometric and management science modeling approaches to marketing/supply chain management problem solving.

**MAR 990 Independent Study (1-6 Credits)**

*Management*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

**MAR 997 Masters Thesis (0-6 Credits)**

*Management*

Repeatable

**MAR 999 Dissertation (0-15 Credits)**

*Management*

Repeatable