BUSINESS MARKETING (BK)

BK-520 Foundations of Marketing Management **Credits: 1.5**
Term Offered: All Terms
Course Type(s): None
As a foundation course, this course provides MBA students with fundamental concepts in marketing management involving companies to satisfy their consumers' objectives through right goods and services based on understanding consumer characteristics and marketing system environments; introducing the marketing mix strategies based on thorough analysis of consumer and market environment, promote, distribute and price products and services to satisfy and organize buyers.

BK-599 Business Research **Credits: 1-3**
Course Type(s): None
Independent research in Business Administration in an area not substantially treated in a regular course offering, under the supervision of a business administration faculty member; written evaluation of the research required. Student must be within nine credits of graduation. Prior permission of the directing professor and department chair is required to take this course.

BK-614 Marketing Management **Credits: 3**
Prerequisite(s): BK-520
Term Offered: All Terms
Course Type(s): None
An integrated approach to managing the business function of marketing: planning, organizing, controlling, and measuring the total marketing effort; managerial principles and practices applied to the marketing process.

BK-620 Marketing Research **Credits: 3**
Prerequisite(s): BK-520
Course Type(s): MBA.K
Tools and techniques for conducting, evaluating, and utilizing marketing research; decisions concerning pricing, promotion, personal selling, consumer behavior, and distribution policies evolving from the research data.

BK-631 Customer Relationship Management **Credits: 3**
Prerequisite(s): BK-520
Course Type(s): MBA.K
Customer Relationship Management (CRM) is the process of managing all aspects of interactions with customers, including prospecting, sales, promotions and service. The value to marketing is the insights into the company/customer relationship by combining all these views of customer interaction into one picture to improve customer relations, attract new customers, and improve customer retention and profitability.

BK-632 B2B Marketing **Credits: 3**
Prerequisite(s): BK-520
Course Type(s): MBA.K
This course focuses on the strategies and tactics used for marketing to organizations. The organizations may include businesses, institutions, not-for-profits and governmental agencies. Business marketing recognizes that differences between organizational and consumer buying behavior is important to the marketing approach, as are the complexities of individual marketplaces. Students will learn to recognize the need to tailor marketing solutions to individual organizations (or segments) rather than pursue conventional consumer marketing mix strategies.

BK-639 Promotional Strategy **Credits: 3**
Prerequisite(s): BK-520
Term Offered: Fall Term
Course Type(s): MBA.K
Integrated marketing communications including advertising, sales promotion, direct response, personal selling, public relations, and Internet/e-marketing. Focus is on the understanding and developing of promotional strategies from a theory and real-world (case- analysis) approach.

BK-640 Consumer Behavior **Credits: 3**
Prerequisite(s): BK-614
Term Offered: All Terms
Course Type(s): MBA.K
An in-depth study of the various perspectives, theories, and contributors to behavior displayed by consumers in the search, purchase, use, evaluation, and disposal of economic goods and services including the decision processes that precede and determine these acts.

BK-641 Advertising and Media Management **Credits: 3**
Prerequisite(s): BK-520
Term Offered: Spring Term
Course Type(s): MBA.K
An integrated approach to analyzing and managing advertising as an effective element in the promotional mix.

BK-650 International Marketing Management **Credits: 3**
Prerequisite(s): BK-520
Course Type(s): MBA.K, MBA.I
Strategic marketing decisions for sustainable international and global markets including overall market analysis, market entry decisions, branding decisions, consumer differences, and the external environment factors (culture, climate, political, legal, environment, economic, technological, and competitive) that inform product, pricing, distribution and promotional strategies.

BK-698 Special Topics in Marketing **Credits: 3**
Prerequisite(s): BK-520
Term Offered: All Terms
Course Type(s): None
Subject matter varies according to the interest of the students and the professor. The exact nature of the topic covered is indicated in the student's permanent record.

BK-699 Independent Research in Marketing **Credits: 3**
Prerequisite(s): BK-520
Term Offered: All Terms
Course Type(s): None
Independent research in Business Administration in an area not substantially treated in a regular course offering, under the supervision of a business administration faculty member; written evaluation of the research is required. The student must be within nine credits of graduation. Prior permission of the directing professor and department chair is required to take this course.