DEPARTMENT OF MARKETING

Bruce Huhmann, Ph.D.
Professor and chair

business.vcu.edu/academics/marketing (https://business.vcu.edu/academics/marketing/)

The Department of Marketing provides students with a comprehensive introduction to the many topics and concepts that make up today's marketing professions. Additionally students have the opportunity to participate in high quality learning experiences that broaden traditional ideas of the classroom in projects, exercises and internship experiences that involve a variety of business organizations as well as state and local government agencies.

MKTG 570. Concepts and Issues in Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Designed for graduate students with little or no undergraduate education in marketing. A study of the philosophy, environment and practice of contemporary marketing. This is a foundation course.

MKTG 656. International Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Pre- or corequisite: MKTG 671. Orientation to the international marketing place. Formulation of international marketing strategies for firms participating in global trade. Emphasis on international environment, multinational economic blocs, international competition and development of international marketing strategies.

MKTG 657. Market Planning Project. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Pre- or corequisite: MKTG 671. This course is a comprehensive real-life, field-based research and strategic planning exercise. Students are matched with an organization that is interested in improving overall performance. Under the supervision of the instructor, the student team develops a global or domestic marketing plan for the client. The team functions as consultants to its assigned company.

MKTG 659. Essentials of Market Planning and Analysis. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Restricted to students enrolled in the Master of Management program. Presents and analyzes the ideas of the classroom in projects, exercises and internship experiences that involve a variety of business organizations as well as state and local government agencies.

MKTG 670. Concepts and Issues in Marketing. 3 Hours.
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MKTG 693. Field Project in Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. Prerequisite: Approval of proposed work is required by graduate studies office in the School of Business. Students will work under the supervision of a faculty adviser in planning and carrying out a practical research project. A written report of the investigations is required. To be taken at the end of the program.

MKTG 697. Guided Study in Marketing. 1-3 Hours.
Semester course; 1-3 lecture hours. 1, 2 or 3 credits. Study of current topics. Topics may vary from semester to semester.

MKTG 699. Research Seminar in Marketing. 3 Hours.
Semester course; 3 lecture hours. 3 credits. This course will provide students with an understanding of how to formulate strategies for building, leveraging and growing strong brands in an increasingly dynamic and competitive environment. It will address a variety of relevant concepts, including customer and market analysis, brand positioning and brand equity. Students will consider how to design and implement effective brand-building programs and how to measure brand performance. Importantly, the course will emphasize the organizational and individual characteristics necessary for successful strategic brand management.

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MKTG 701. Theory and Its Application in Marketing. 3 Hours.
Semester course; 1 lecture and 2 seminar hours. 3 credits. To help
students identify their research interests, the course introduces
marketing theories, models and their application in scholarly research.

MKTG 710. Marketing Strategy. 3 Hours.
Semester course; 1 lecture and 2 seminar hours. 3 credits. This course
covers a range of strategic marketing management topics with a focus
on theory, methods and models.

MKTG 720. Consumer Behavior, Judgement and Decision-making. 3
Hours.
Semester course; 1 lecture and 2 seminar hours. 3 credits. This course
provides an interdisciplinary approach to the study of information
processing, choice and consumer decision-making while exposing
students to behavioral research methodologies.

MKTG 740. Advanced Topics in Marketing. 3 Hours.
Semester course; 3 seminar hours. 3 credits. This seminar emphasizes
conceptual and methodological developments in specialized marketing
topic areas.

MKTG 797. Doctoral Guided Study in Marketing. 1-3 Hours.
Semester course; 1-3 independent study hours. 1-3 credits. May be
repeated for credit to a maximum of nine hours for seminars with
different content. Focused inquiry for marketing doctoral students. Note:
Students are required to submit a detailed outline of the proposed study
topic for approval by the instructor.

MKTG 798. Thesis in Marketing. 6 Hours.
Year course; 6 credits. Graduate students will work under supervision in
outlining a graduate thesis and in carrying out the thesis.

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MKTG 898. Dissertation Research in Marketing. 1-12 Hours.
Semester course; 1-12 dissertation hours. 1-12 credits. Enrollment is
restricted to candidates for the Ph.D. in Business. Research directed
toward completion of the requirements for a Ph.D. Graded as S/U/F.