

# SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

The School of Marketing and International Business supports two primary undergraduate majors in the Spears School of Business, (1) **Marketing** and (2) **International Business**. In addition, the department is home to the Center for Sales and Service Excellence and the associated **Certificate in Sales and Service Excellence**. Marketing is an exciting field of study leading to a variety of job opportunities both in the private sector and in not-for-profit organizations. In addition, it provides an excellent career path to top management within an organization. Because almost every business has international operations or is affected by events, competitors, and conditions in the global economy, a degree in International Business can open career opportunities both internationally as well as in the United States.

## Marketing

Companies become successful by delivering products and services that satisfy their customers' needs. That sounds easy—but getting to that point requires a lot of hard work, much of which is performed by marketing professionals. Marketing is one of the most popular majors on campus, and for good reason: Everyone in an organization is involved in marketing, even if “marketing” isn't in their job titles! (We explain why everyone is a marketer in the basic marketing course in the Spears core curriculum.)

Marketing professionals perform many activities within organizations. They identify buyers' needs (often through marketing research), develop and manage products/services to meet those needs, develop and manage the supply chain, set prices, communicate with current and potential buyers in a variety of different ways (including professional selling, advertising, and so on), develop and implement service processes, and lots more. In addition, they recruit, train, and manage employees in all these areas. The buyers may be individuals (business-to-consumer marketing, B2C) or organizations (business-to-business marketing, B2B). In many ways, “marketing” is synonymous with “doing business.” A business can't last long if it doesn't sell anything. And it won't sell anything if it can't help buyers satisfy their needs.

Marketing professionals enjoy careers in many different areas—professional selling, communications management, supply chain management, product and brand management, pricing, recruiting, customer service, and marketing research and analytics. Marketing professionals work across a wide variety of industries and not-for-profit organizations.

**OPTIONS:** Marketing is a broad area of study. We have designed the marketing major so that students may choose to get a taste of many different areas or to focus their studies in more specific areas.

- **Marketing Major (general).** For students who want the widest understanding of marketing, we offer the general marketing major degree program. This program offers the greatest degree of flexibility in terms of coursework.
- **Marketing: Option in Professional Selling and Sales Management.** Many (or most) marketing students pursue careers in which they get to interact and form relationships with buyers, clients, or others who purchase products and services from their companies. Opportunities are everywhere for professional salespeople or those who want to work in a retail setting. These careers typically offer high earning

potential and are likely the best place to enter an organization for those who want to really understand customers' needs and how the products and services of a company can satisfy those needs. Plus, being able to relate to customers and form relationships with them are skills that are not easily automated and will always be in demand. Students pursuing the Professional Selling and Sales Management option may also be interested in applying to participate in the **Certificate in Sales and Service Excellence** program (see below).

- **Marketing: Option in Marketing Research and Analytics.** Students who are interested in gaining insights into what buyers want, how they respond to certain companies, products, ad campaigns, and so on (marketing research) or who would enjoy working with a company's existing internal or external data to answer important questions or identify trends (marketing analytics) might select this option. Although students choosing this path are generally more quantitatively oriented, the coursework is not heavy with statistics and methods. (Interested students can pick up those aspects in the Spears School's highly regarded master's degree program in Business Analytics and Data Science.)
- **Marketing: Option in Marketing Communications Management.** Another important role that falls in the marketing domain involves communicating with potential buyers. Students interested in managing the advertising or public relations function for a company (or working in an agency) can select this option. Relevant coursework might include courses on promotional management, social media marketing, digital marketing, and so on.

**CERTIFICATE IN SALES AND SERVICE EXCELLENCE:** The **Center for Sales and Service Excellence** is housed within the School of Marketing and International Business. The Center is designed to provide instruction to students and promote original scholarly research in the area of organizational frontline marketing management. Interactions between frontline employees and their customers form the building blocks from which businesses are made. Many undergraduate students join organizations at entry-level positions where the focus is on customer-related activities, including sales, retailing and customer service. Students who apply and are accepted into the Certificate in Sales and Service Excellence program get specialized training, can participate in regional and/or national sales competitions, and interact with representatives of our Industry Partner companies on a regular basis. Such training will benefit not only students who plan on professional selling careers or customer service, but also those who intend to practice law, medicine, or own their own businesses. Successfully managing customer interactions forms the foundation for success regardless of industry.

## International Business

The **International Business** degree program is a cross-disciplinary program of study that provides the foundation of business and how it intersects with culture, diversity, and language. The program has the flexibility to be tailored to an individual student's specific interests. One of the biggest advantages of the program is its focus on helping students become culturally aware and able to detect important differences in how business is conducted in different regions of the world. International business majors might choose to focus on specific areas of the world by including geography, history, or political science courses relative to those areas. International Business majors can also increase their knowledge and abilities of a specific business discipline by adding a second business major, minor, or certificate (e.g., the Certificate in Sales and Service Excellence).

Many international business majors take advantage of the opportunities afforded by Oklahoma State University to either study abroad or take an international internship. The Cagle Center is the Spears School of Business' launching pad for taking short-term, faculty-led study abroad trips to exciting locations such as China, England, France, Greece and many other locales. OSU's study abroad office, located in the Student Union, is a great place to get information about all of the long-term study opportunities available. What surprises many students is the amount of financial assistance available. When you stop by the Cagle Center or the OSU study abroad office, make sure to ask about scholarship and grant programs.

## Courses

### **MKTG 3112 Marketing**

**Credit hours:** 2

**Contact hours:** Lecture: 2 Contact: 2

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3213 Marketing (S)**

**Prerequisites:** Minimum of 45 credit hours.

**Description:** Marketing strategy and decision-making. Consumer behavior, marketing institutions, competition and the law.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**General Education and other Course Attributes:** Social & Behavioral Sciences

### **MKTG 3223 Supply Chain Management**

**Prerequisites:** MKTG 3213.

**Description:** An economic and operational analysis of the physical flow of goods and materials. A system interpretation of marketing channels. Previously offered as MKTG 4223.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3311 Managing your Personal Brand: Name, Image, & Likeness**

**Description:** Learn the marketing and business concepts necessary for elevating a personal brand, social media influence and entrepreneurial earning power. Students will gain knowledge about marketing theory, strategy and tactics of successful branding with emphasis on audience engagement, generating followers, storytelling, and methods for leveraging your position. Students will also gain insights from current professional athletes to learn proven best practices.

**Credit hours:** 1

**Contact hours:** Lecture: 1 Contact: 1

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3313 Personal Marketing and Professional Development**

**Prerequisites:** MKTG 3213.

**Description:** The purposes of this course are (1) to provide an understanding of the role of marketing as applied to the individual student and (2) to provide students basic skills necessary for a successful business career. The course will make extensive use of outside speakers (e.g. professional trainers, alumni, recruiters, professors) covering a broad range of topics. In addition, the course will have a strong experiential dimension (both within and outside the classroom). Previously offered as MKTG 2313.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3323 Consumer and Market Behavior**

**Prerequisites:** MKTG 3213.

**Description:** Qualitative and quantitative analyses of the behavior of consumers; a marketing consideration of the contributions of economics and the behavioral disciplines to consumer behavior.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3333 Nonprofit Marketing**

**Prerequisites:** MKTG 3213.

**Description:** Applied marketing knowledge with attention given to those concepts and methods used in nonprofit marketing.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3433 Promotional Strategy**

**Prerequisites:** MKTG 3213.

**Description:** Promotional policies and techniques and their application to selling problems of the firm.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

### **MKTG 3473 Professional Selling**

**Prerequisites:** MKTG 3213.

**Description:** Skills to understanding the professional personal selling process. Strong emphasis on the communications function of personal selling. Lecture sessions combined with experiential exercises and role playing.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3511 Sales Practicum**

**Prerequisites:** MKTG 3213, MKTG 3513 or concurrent enrollment in MKTG 3513.

**Description:** Students use their work experience, and other resources, to gain a practical understanding of sales marketing. Students must have a sales position (paid or volunteer) where they work at least 100 hours over the course of the semester.

**Credit hours:** 1

**Contact hours:** Contact: 1 Other: 1

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Marketing

**MKTG 3611 Retailing Practicum**

**Prerequisites:** MKTG 3213, MKTG 3613 or concurrent enrollment in MKTG 3613.

**Description:** Students use their work experience, and other resources, to gain a practical understanding of Retail Marketing. Students must have a retail position (paid or volunteer) where they work at least 100 hours over the course of the semester.

**Credit hours:** 1

**Contact hours:** Contact: 1 Other: 1

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Marketing

**MKTG 3613 Retailing Management**

**Prerequisites:** MKTG 3213.

**Description:** Applied marketing knowledge, with attention given to those concepts and methods which provide the necessary foundation for a retailing manager.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3653 Marketing Analytics**

**Prerequisites:** MKTG 3213.

**Description:** Students will learn how to turn marketing data into useful information, and how to use this information to make marketing decisions. Using basic software, students will learn to identify patterns, display the patterns for useful presentation, and base managerial marketing decisions on the analysis. Tools and software are user-friendly and widely used in business. (No programming or equations are required.)

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3713 Sports Marketing**

**Prerequisites:** MKTG 3213.

**Description:** Applied marketing knowledge with attention given to those concepts and methods used in sports marketing.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3813 Business to Business Marketing Management**

**Prerequisites:** MKTG 3213.

**Description:** A strategic overview of the marketing of products and services to business, government and not-for-profit organizations.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 3873 Marketing or International Business Internship**

**Prerequisites:** MKTG 3213 and two other marketing classes and must be marketing or international business major and instructor approval.

**Description:** Students will complete an internship with a private business, NGO, or governmental organization. Students will communicate the lesson learned from this experience. Graded on a pass-fail basis.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Marketing

**MKTG 3993 International Business (I)**

**Description:** Development of international business strategy based on the integration of economic, accounting, financial, management and marketing concepts. Previously offered as BADM 3713.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**General Education and other Course Attributes:** International Dimension

**MKTG 4093 Current Topics International Business**

**Prerequisites:** MKTG 3993.

**Description:** In this course, students will become familiar with the large-scale changes in the international business environment that are currently taking place and the possible implications of these changes for corporations. These include globalization of markets, labor and skill mobility, automation and future of jobs, and sustainability. The course uses readings and in-class discussions of the current trends and issues in international business.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4123 Influencer Marketing**

**Prerequisites:** MKTG 3213.

**Description:** Influencer marketing involves using an individual's name, image, likeness, reputation, or personal communication to sell ideas, products, and/or services. Athletes, celebrities, podcasters, musicians, and many others can become successful influencers. The rise of digital communication and marketing tools has greatly heightened the presence and importance of influencer marketing. In this course, students learn influencer marketing strategies and best practices for capitalizing on opportunities to monetize influencer opportunities.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 4213 Advanced Supply Chain Management****Prerequisites:** MKTG 3223**Description:** Ever wonder how your favorite companies like Amazon, Starbucks, Walmart and FedEx get things from one end of the country to the other overnight? This course will answer such puzzling questions by providing students with an overview of supply chain management. Students in this course will learn how technology and managerial ingenuity come together to create supply chain excellence.**Credit hours:** 3**Contact hours:** Lecture: 2 Contact: 3 Other: 1**Levels:** Undergraduate**Schedule types:** Discussion, Combined lecture & discussion, Lecture**Department/School:** Marketing**MKTG 4263 Entrepreneurial Marketing****Prerequisites:** EEE 3023, MKTG 3213, and completion of business core classes or instructor permission.**Description:** Examination of the roles of marketing in entrepreneurial ventures and entrepreneurship in the marketing efforts of any organization. Emphasis on marketing as it relates to risk management, resource leveraging and guerrilla approaches. May not be used for degree credit with EEE 5223 or MKTG 5223. Same course as EEE 4223. Previously offered as MKTG 3263.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4333 Marketing Research****Prerequisites:** MKTG 3213 and MKTG 3323 and MSIS 2103.**Description:** Basic research concepts and methods. Qualitative and quantitative tools of the market researcher.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4343 Brand Marketing****Prerequisites:** MKTG 3213 and MKTG 3323.**Description:** Examines the broad topic of brand marketing. Consumers, competitors, the media, and the government all focus on the brand as the basic unit of marketing. Thus some of the most important and exciting elements of modern business involve conceiving, building, and marketing the brand. Important issues such as building and measuring brand equity, brand positioning, brand names and logos, and global branding will be discussed.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4443 Social Issues in the Marketing Environment (D)****Prerequisites:** MKTG 3213.**Description:** Social and legislative considerations as they relate to the marketplace.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**General Education and other Course Attributes:** Diversity**MKTG 4473 Advanced Professional Selling****Prerequisites:** MKTG 3213 and MKTG 3473 and Instructor Permission.**Description:** The course builds upon the introductory sales class providing students with advanced skills for professional selling. Emphasis will be placed on practical applications through role play of a complete sales process from initial prospecting to closing the sale with high customer satisfaction.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4513 Sales Management****Prerequisites:** MKTG 3213.**Description:** Sales planning and control, organization of the sales department, developing territories, motivating salespersons and control over sales operations. Previously offered as MKTG 3513.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4543 Social Media Strategies****Prerequisites:** MKTG 3213.**Description:** This class will focus on ways to build brand awareness and customer loyalty on a low budget. Topics covered will be social media, blogging, events, email marketing; analytics and more. May not be used for degree credit with MKTG 5543.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4550 Problems In Marketing****Prerequisites:** MKTG 3213.**Description:** Problems in marketing. Specific topics vary from semester to semester. Previously offered as MKTG 4433. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.**Credit hours:** 1-9**Contact hours:** Contact: 1-9 Other: 1-9**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 4553 International Marketing****Prerequisites:** MKTG 3213.**Description:** The conceptual framework for marketing into and from foreign countries. The development of action-oriented strategies with emphasis on the uncontrollable factors that affect marketing decisions in an international setting.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing

**MKTG 4613 Content Marketing Strategy****Prerequisites:** MKTG 3213.**Description:** At the intersection of development, creativity, and marketing, content marketing strategy is an art that requires an understanding of many different disciplines. Effective marketing content must be prepared strategically for a variety of different platforms: video, podcasting, online, mobile, social media, email marketing, and more. In Content Marketing Strategy, students learn the most common forms of content creation as well as the methods to drive website traffic and subsequent new business.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4623 Marketing Design Essentials****Description:** Learn practical tools and tips for putting together promotional campaigns and creating promotional assets for a wide range of businesses. Students will learn how to apply marketing and branding theory with design and get hands-on experience in putting creative promotional designs into print and digital form. This class will cover software such as Photoshop, InDesign and Illustrator. Students will learn content creation tools and will create a promotional kit by the end of the semester. May not be used for degree credit with MKTG 5623.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4683 Managerial Strategies in Marketing****Prerequisites:** A minimum of twelve credit hours in marketing.**Description:** Analysis of the marketing management decision process; marketing opportunity analysis, strategy development, planning and integration with corporate strategy. Students may not take both MKTG 4683 and MKTG 4693 for degree credit.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4693 Marketing Strategy and Customer-Employee Interactions****Prerequisites:** A minimum of twelve credit hours in marketing.**Description:** Analysis of the marketing management decision process with respect to the customer-employee interface; management of frontline employees; marketing opportunity analysis, strategy development, planning and integration with corporate strategy. Students may not take both MKTG 4683 and MKTG 4693 for degree credit.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4713 Advanced Sports Marketing****Prerequisites:** MKTG 3713**Description:** This course will focus on exploring advanced marketing theories related to topics such as ethics and social responsibility, international marketing, marketing research and information systems, data analytics, consumer behavior, product and logistics management, branding and brand management, sales management, promotions, social media and networking, destination marketing, and evaluating performance, while also covering pricing structures and strategies, experiential marketing, new digital marketing communications and technology, emotional intelligence, and exploring case studies.**Credit hours:** 3**Contact hours:** Lecture: 2 Contact: 3 Other: 1**Levels:** Undergraduate**Schedule types:** Discussion, Combined lecture & discussion, Lecture**Department/School:** Marketing**MKTG 4773 Services Marketing****Prerequisites:** MKTG 3213.**Description:** Conceptual and managerial tools for students who intend to be involved with the marketing of services. Characteristics of services, listening to customers, managing customer expectations, conceiving and creating service breakthroughs, service quality, positioning of services, managing demand and supply, creating a strategic service vision and designing a customer focused organization to create and retain customers.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4813 Sports Sales and Revenue Generation****Description:** The ability to generate sources of revenue is one of the most important skills for individuals working in the sports industry. This course provides an in-depth understanding of the many ways in which sports organizations generate revenue and will teach students the practical concepts they will need for success. The course provides a comprehensive approach that can be applied in professional sport, intercollegiate and interscholastic athletics, other amateur sports, and organizations in recreational settings.**Credit hours:** 3**Contact hours:** Lecture: 2 Contact: 3 Other: 1**Levels:** Undergraduate**Schedule types:** Discussion, Combined lecture & discussion, Lecture**Department/School:** Marketing**MKTG 4850 Applied Marketing Studies****Prerequisites:** 12 credit hours of marketing and consent of instructor.**Description:** Structured internship or field project with supporting academic study. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Marketing

**MKTG 4973 New Product Development****Prerequisites:** MKTG 3213, MKTG 4333.**Description:** The elements involved in creating and marketing a successful new product. Qualitative and quantitative methods will analyze data collected from focus groups, including surveys to test a new product concept.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4983 Data Base Marketing****Prerequisites:** MKTG 3213, MKTG 3323, MSIS 2103 or consent of instructor.**Description:** An information-driven process to develop, test, implement, measure, and adopt customized marketing programs and strategies.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 4993 Digital Marketing****Prerequisites:** MKTG 3213.**Description:** This course will give students a practical understanding of digital marketing, equipping them with the skills to perform key, digital marketing tasks such as SEO and pay-per-click advertising. At the end of the course, students will understand how a company can use the internet to promote its brand and market its products.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5133 Marketing Management****Prerequisites:** Admission to a SSB graduate program or consent of MBA director.**Description:** Consideration at an advanced level of the major elements of marketing from the point of view of the marketing executive. Emphasis on problem solving and decision making; using an interdisciplinary approach. Development of an integrated, comprehensive marketing strategy.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5213 Services Marketing****Prerequisites:** MKTG 5133.**Description:** Services and services marketing with emphasis on services research and services management.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5220 Seminar in Marketing****Prerequisites:** MKTG 5133.**Description:** Selected topics in marketing. Industrial marketing, product management, strategic marketing planning, international marketing, and services marketing. Offered for variable credit, 1-9 credit hours, maximum of 9 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 5223 Entrepreneurial Marketing****Prerequisites:** Admission to MBA program or instructor permission.**Description:** Interplay of entrepreneurship concepts and marketing concepts, including the role of marketing in entrepreneurial ventures, and the role of entrepreneurship in a firm's marketing efforts. Emphasis is placed on how to address the significant changes taking place in markets and the modern marketing function. May not be used for degree credit with MKTG 4263 or EEE 4223. Same course as EEE 5223.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5233 Global Competitive Environment****Prerequisites:** Admission to a SSB graduate program or consent of MBA director.**Description:** Development of a global business strategy for the organization. Issues of highly diversified markets and business environments, global competition, financial markets, and complex organizational relationships. Same course as INTL 5233. Previously offered as MBA 5233.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MKTG 5243 Base SAS Programming for Database Marketing****Prerequisites:** Admission in any graduate program.**Description:** Learn basics of SAS programming, data manipulation in SAS environment and applications of SAS tools in the context of database marketing and business management. Class will help students prepare for Base SAS Programming and Advanced SAS Programming Certification Exam.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing

**MKTG 5253 Advanced SAS Programming for Marketing Analytics****Prerequisites:** MKTG 5243 or consent of instructor.**Description:** Advanced SAS techniques to create more efficient and powerful SAS programs for analyzing marketing and business data. Extensive use of SQL, Macro along with Arrays, Hash objects and memory control within SAS environment, Helps students prepare for Advanced SAS Programming Certification Exam.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MKTG 5313 Marketing Research Methodology****Prerequisites:** MKTG 5133.**Description:** Research methodology applied to marketing problems. Measurement, survey research, experimentation, and statistical analysis of data.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5333 Marketing for Nonprofit Organizations****Description:** Identify key challenges, and discuss how to apply fundamental marketing principles in order to solve these challenges within a wide range of nonprofit organizations.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5443 Social Issues in Marketing Environment****Description:** Social and Legislative considerations as they relate to the Marketplace. Develop an understanding of fundamental social marketing concepts and theories. Enhance your critical thinking and ethical analysis related to marketing practices. Obtain hands-on experience designing a social marketing plan. Strengthen problem solving, communications, and teamwork skills.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5500 Current Topics in Marketing Analytics****Prerequisites:** Admission in any graduate program in business school or consent of instructor.**Description:** Current topics in marketing analytics such as web analytics, marketing optimization analytics, high-performance analytics, visual analytics, marketing campaign analytics. Offered for variable credit, 1-6 credit hours, maximum of 9 credit hours.**Credit hours:** 1-6**Contact hours:** Contact: 1-6 Other: 1-6**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing**Additional Fees:** Business Graduate Program fee of \$6 per credit hour applies.**MKTG 5543 Social Media Strategies****Description:** This class will focus on ways to build brand awareness and customer loyalty on a low budget. Topics covered will be social media, blogging, events, email marketing, analytics and more. May not be used for degree credit with MKTG 4543.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5553 International Marketing Strategy****Prerequisites:** MKTG 5133.**Description:** An analysis of marketing in the global environment. Environmental effects on international marketing management and corporate strategy decisions..**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5613 Seminar in Consumer Behavior****Prerequisites:** MKTG 5133 or consent of instructor.**Description:** Psychological, sociological, and anthropological theories related to consumer decision processes. Special emphasis on current empirical research in consumer behavior.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5623 Marketing Design Essentials****Description:** Learn practical tools and tips for putting together promotional campaigns and creating promotional assets for a wide range of businesses. Students will learn how to apply marketing and branding theory with design and get hands-on experience in putting creative promotional designs into print and digital form. This class will cover software such as Photoshop, InDesign and Illustrator. Students will learn content creation tools and will create a promotional kit by the end of the semester. May not be used for degree credit with MKTG 4623.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5633 The External Environment of Business****Prerequisites:** Admission to a SSB graduate program or consent of MBA director.**Description:** Social, ethical, regulatory and political forces as they impact on the organization. Attention to organizational response to these forces through management policies and strategies. Previously offered as BADM 5613.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing

**MKTG 5733 Introduction to Marketing Analytics****Prerequisites:** Admission in MBA program or consent of instructor.**Description:** Analytic tools including exploratory and graphical techniques, variable associations and correlations, regression, ANOVA and other related modeling techniques to improve managerial decision making. No degree credit for students with credit in BAN 5733 and MKTG 5983.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**MKTG 5743 Advanced Marketing Analytics****Prerequisites:** MKTG 5733 or consent of instructor.**Description:** Advanced analytic tools such as neural networks, decision trees, classification and prediction models to generate deeper customer insights and to improve managerial decision making. No degree credit for students with credit in BAN 5743 and MKTG 5963.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**MKTG 5883 Advanced Data Mining Applications****Prerequisites:** MKTG 5963 or permission from instructor.**Description:** Use advanced data mining tools such as clustering, Self Organizing maps (SOM) and Kohonen Networks, two-stage models, customer attrition and churn models via survival analysis, credit scoring models, etc. In the context of common applications in business management. No degree credit for students with credit in BAN 5753.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5963 Data Mining and Customer Relationship Management Applications****Prerequisites:** MKTG 5983 or consent of MBA, MIS/MSIS, MSTM director or assistant director or instructor.**Description:** Data mining and turning business data into actionable information. Use of various data mining tools such as neural networks, decision trees, classification and prediction algorithms, in the context of most common applications in business-sales, marketing, and customer relationship management (CRM). Use of state-of-the-art industrial strength data mining software to analyze real-world data and make strategic recommendations for managerial actions. No degree credit for students with credit in BAN 5743 and MKTG 5743.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**MKTG 5973 New Product Development****Prerequisites:** Acceptance into the MBA program or consent of the MBA director.**Description:** Elements involved in creating and selling a successful new product in a complex environment, including internal organizational and external environmental influences..**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 5983 Data Base Marketing****Prerequisites:** Consent of MBA, MIS/MSIS, MSTM director or assistant director or instructor.**Description:** Learn how to manage data, and analyze data using statistical tools such as multiple regression, ANOVA, logistic regression, etc., and frameworks/models commonly used in database marketing such as RFM, LTV, etc. An overview of basic probability concepts and statistical sampling techniques including hypothesis testing (t-tests), contingency tables and Chi-square analysis will be provided. No degree credit for students with credit in BAN 5733 and MKTG 5733.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2 Contact: 4**Levels:** Graduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Marketing**MKTG 5993 Digital Business Strategy****Prerequisites:** Consent of MBA, or MIS/AIS or MSTM director or instructor.**Description:** Businesses employment of digital technologies to craft a superior and unique value proposition for its customers and strategic partners.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate, Undergraduate**Schedule types:** Lecture**Department/School:** Marketing**MKTG 6100 Advanced Seminar in Marketing****Prerequisites:** Consent of instructor and doctoral student standing.**Description:** Specialized topics in marketing for doctoral students. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.**Credit hours:** 1-3**Contact hours:** Contact: 1-3 Other: 1-3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Marketing**MKTG 6323 Seminar in Advanced Consumer Behavior****Prerequisites:** MKTG 5133 or consent of the instructor.**Description:** An interdisciplinary course examining empirical and theoretical studies of the factors that influence the acquisition, consumption, and disposition of goods, services, and ideas. Analysis of the psychological, sociological, anthropological, demographic, and regulatory forces that impact consumers. Examination of research methodologies employed to conduct empirical studies of consumer behavior.**Credit hours:** 3**Contact hours:** Lecture: 3 Contact: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Marketing



**MKTG 6413 Advanced Marketing Research**

**Prerequisites:** MKTG 5983 or MKTG 5963 or consent of MBA director or MIS director or instructor.

**Description:** Introduction to the latest empirical marketing research and advanced analytics techniques such as MANOVA, Confirmatory Factor Analysis, Cluster Analysis, Scaling Techniques, Conjoint Analysis and Structural Equation Models. No degree credit for students with credit in BAN 5763.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6513 Seminar in Marketing Theory**

**Prerequisites:** MKTG 5133 or consent of instructor.

**Description:** Development of an evaluation of marketing theory.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6683 Seminar in Marketing Strategy**

**Prerequisites:** MKTG 5133 or consent of instructor.

**Description:** Examination of a broad range of marketing management topics from a strategic perspective. Understanding of content, theory and research methods involved in the development of strategic marketing knowledge.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**MKTG 6913 Measurement and Experimental Design**

**Description:** An analysis of measurement issues from both psychometric and marketing perspectives. Scale construction and validation. The design, analysis, and evaluation of marketing experiments.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Graduate

**Schedule types:** Lecture

**Department/School:** Marketing

**Undergraduate Programs**

- International Business, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/international-business-bsba/>)
- Marketing, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-bsba/>)
- Marketing: Marketing Communications Management, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-communications-management-bsba/>)
- Marketing: Marketing Research and Analytics, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-research-analytics-bsba/>)
- Marketing: Professional Selling and Sales Management, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/professional-selling-sales-management-bsba/>)

- Marketing: Sports Marketing and Revenue Generation, BSBA (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-sports-marketing-revenue-generation-bsba/>)

**Graduate Programs**

The School of Marketing and International Business offers work leading to the Master of Business Administration, the Master of Business Analytics and the Doctor of Philosophy in business administration degrees. In addition, the School of Marketing and International Business offers work leading to Graduate Certificate in Business Data Mining and Graduate Certificate in Marketing Analytics.

**The Master of Business Administration (MBA) Degree**

See "Business Administration (<http://catalog.okstate.edu/spears-business/watson-graduate-school/>)."

**The Master of Science in Business Analytics and Data Science (BAnDS) Degree**

This is an interdisciplinary program that offers hands-on application of data analysis along with a unique blend of coursework in Analytics, Marketing, Statistics, Business, MIS and Industrial Engineering. The structure of the curriculum has been carefully designed in consultation with our advisory board companies to balance the need of understanding quantitative approaches, statistical modeling and machine-learning algorithms; data visualization and exploration; and interpretation of results and the ability to apply these results for solving business problems.

The MS in BAnDS is a 37-hour program featuring a core of 25 hours (18 for part time), including a business practicum. The 12 hours of electives allow students to specialize in areas such as business, statistics, information science or industrial engineering. In addition to the MS in BAnDS degree, students in this program may also receive the following three certificates depending on elective courses taken, credentials achieved and so on: SAS® and OSU Data Mining Certificate (core level), SAS® and OSU Predictive Analytics Certificate (advanced level) and SAS® and OSU Marketing Data Science Certificate (expert level).

Admission requirements for the MS in BAnDS are similar to the admission requirements for the other master's programs in the Spears School of Business. Information about the program is available on the Internet at <http://analytics.okstate.edu/msba/>.

**The Doctor of Philosophy Degree**

The PhD in business administration program through the School of Marketing and International Business provides intensive study in marketing. It prepares the student for significant professional contributions in university teaching and research or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. The program is designed to create scholars and researchers in the field of marketing. Highly student-oriented, the program focuses on training individuals in current marketing theory and research techniques. Collaboration between students and faculty is strongly encouraged.

## Program Content

The student will take 15 hours of PhD seminars in marketing. The student must also complete a nine-hour minor in another discipline such as economics, management, sociology or psychology. As support for the major and minor fields of study, extensive coursework (normally 18 credit hours) in the area of quantitative/research methodology is required.

In preparation for the program, it is advisable for candidates to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, operations management, organizational theory, economics and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area in an MBA program accredited by the Association to Advance Collegiate Schools of Business (AACSB).

## Application Procedure

Outstanding undergraduate or graduate students from any field of study may apply. For those with an MBA, the program will normally consist of two years of coursework and two years of dissertation work. For those without a master's degree, the plan of study for the PhD degree will typically allow for the granting of an MBA prior to completion of the PhD degree. Applications for admission to the program are evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. the score on the Graduate Management Admissions Test or Graduate Record Examination,
3. a two- or three-page statement describing goals and academic interests,
4. three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the responsibility of each applicant to ensure that all materials related to the above criteria are submitted to the Graduate College and received by the School of Marketing and International Business. Application forms are available online through the Graduate College. A detailed explanation of the PhD degree in business administration with an emphasis in marketing is available through the department.

## Graduate Certificate in Business Data Mining

This certificate program is designed to help working professionals with technical background who do not want to pursue a full master's degree yet want to acquire data mining or predictive analytics skills by taking a series of courses online. Working professionals admitted in this program can complete coursework in 12-24 months by taking courses online. Those enrolled in the graduate certificate in business data mining may be able transfer the credit hours to the MS in Business Analytics if they choose to apply for admission into the MS degree at a later date. Along with the graduate certificate in business data mining, students in this program may also receive all of the following three certificates (depending on courses taken, credentials achieved, etc.): SAS and OSU Data Mining Certificate (core level), SAS and OSU Predictive Analytics Certificate (advanced level) and SAS and OSU Marketing Data Science Certificate (expert level).

More details about this program (including procedure and admission requirements) are on the website: <https://osuonline.okstate.edu/programs/certificates/business-analytics-data-science.html>.

## Certificates

- Sales and Service Excellence, UCRT (<http://catalog.okstate.edu/spears-business/marketing-international-business/sales-service-excellence-ug-certificate/>)

## Minors

- International Business (INBU), Minor (<http://catalog.okstate.edu/spears-business/marketing-international-business/international-business-minor/>)
- Marketing (MKTG), Minor (<http://catalog.okstate.edu/spears-business/marketing-international-business/marketing-minor/>)

## Faculty

Tom Brown, PhD—Professor and Head

**Professors:** Todd Arnold, PhD; Goutam Chakraborty, PhD; Karen Flaherty, PhD; Kevin Voss, PhD

**Associate Professors:** Zachary Arens, PhD; Xiang Fang, PhD; Justin Lawrence, PhD; Marlys Mason, PhD; Ajay Sukhdial, PhD

**Assistant Professors:** Felipe Affonso Marinelli, PhD; Steven Shepherd, PhD; Yuechen Wu, PhD

**Professors of Professional Practice:** Aditi Grover, PhD; Maribeth Kuzmeski, PhD; Rich Kuzmeski, MBA; Miriam McGaugh, PhD; Jerry Rackley, MBA; Whitney Roman, MBA; Ted Washington, MBA

**Other Faculty:** William Binnig; Christopher Pogue