

MARKETING (MKT)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<http://louisville.edu/bursar/tuitionfee>).

MKT 525. Distribution Management 3 Units

Description: Examines the flow of goods and related information from sources of supply to sources of demand with primary emphasis on inventory management, warehousing, transportation, customer service, and network configuration.

Note: This course does not fulfill credit for MBA.

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MKT 527. Logistics Management 3 Units

Prerequisite(s): MKT 525 and ACCT 526.

Description: Examines skills required for effective logistics management including leadership, contracts, and decision-making.

Note: This course does not fulfill credit for MBA.

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MKT 610. Consumer Behavior 3 Units

Prerequisite(s): MKT 600 or MBA 640.

Description: Information from the behavioral and quantitative sciences which relates to consumer behavior. Presents economic, psychological, communications, and cultural information, and research findings which attempt to describe the morphology and structure of consumer behavior.

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MKT 612. Supply Chain Management 3 Units

Prerequisite(s): MKT 600 or MBA 640.

Description: Examines the integration of business processes from end users to original suppliers. E-logistics and purchasing issues are discussed along with the integration of information and product/service flows that add value to customers.

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MKT 620. Marketing Research 3 Units

Prerequisite(s): MKT 600 or MBA 640.

Description: An application of qualitative and quantitative information relevant to marketing decisions in the organization. Topics include: research design, collection of primary and secondary data, using statistical packages, and employing scanner data and web based techniques for meeting marketing information needs.

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MKT 630. Sales Management 3 Units

Prerequisite(s): MKT 600 or MBA 640.

Description: A managerial decision approach involving sales planning, and sales operations in the contemporary context of rapid digital communication within the supply chain. Topics include territory management, sales forecasting, relationship building, motivation, recruitment, compensation, and ethical issues.

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MKT 670. Global Marketing 3 Units

Prerequisite(s): MKT 600 or MBA 640.

Description: A managerial approach that centers on the needs of contemporary organizations to identify, understand, and serve global markets. Topics include global research, cultural environments, global sourcing, world customers, pricing, competition, and the evolving political, legal, technological, and social environments of world trade.

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MKT 680. Special Topics in Marketing 1-3 Units

Prerequisite(s): MKT 600 or MBA 640.

Description: An advanced study of one or more selected topics or issues related to the study of Marketing.

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MKT 698. Research Seminar in Marketing 1-3 Units

Prerequisite(s): One 600-level Marketing course and permission of departmental chair.

Description: Graduate-level Marketing research seminars. Topics vary.

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