MKT 525. Distribution Management

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 527. Logistics Management**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 610. Consumer Behavior**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 612. Supply Chain Management**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 620. Marketing Research**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 630. Sales Management**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 670. Global Marketing**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 680. Special Topics in Marketing**

**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.

For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).

**MKT 698. Research Seminar in Marketing**

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

**Description:** Graduate-level Marketing research seminars. Topics vary. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm).