

 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST		UGPC Approval _____
	Graduate Programs		UFS Approval _____
	Department _____		Banner Posted _____
	College _____		Catalog _____
Program Name _____	New Program _____	Effective Date _____ (TERM & YEAR)	
	Change Program _____		
Please explain the requested change(s) and offer rationale below or on an attachment			
Faculty Contact/Email/Phone _____	Consult and list departments that may be affected by the change(s) and attach documentation		
Approved by			Date
Department Chair <u><i>[Signature]</i></u>			9/18/2025
College Curriculum Chair <u><i>Robert Pinsker</i></u>			9/22/2025
College Dean <u><i>Marc Rhorer</i></u>			9/22/2025
UGPC Chair _____			_____
UGC Chair _____			_____
Graduate College Dean _____			_____
UFS President _____			_____
Provost _____			_____

Marketing Graduate Courses

Marketing Functions and Processes (MAR 6055) 3 credits

Prerequisites: Graduate standing and no prior or concurrent college marketing coursework

This course provides an introductory conceptual treatment of the basic processes influencing the design, implementation and management of the marketing function. It provides an introduction to key marketing concepts of interest to all business managers. Students learn to think strategically about customers and competition and develop an understanding of how firms manage products, prices, channels and promotions in an integrated manner.

Global Marketing (MAR 6158) 3 credits

Prerequisites: ECO 6706 or ECO 6716 or FIN 6605 or MAR 6815

Course emphasizes applied research and analysis, the Internet, and economic geography and addresses elements of global marketing strategy such as prices, distribution, and promotion and the implementation of such.

Advanced Promotional Strategy and Branding (MAR 6336) 3 credits

Prerequisite: Graduate standing and MAR 6815

Focuses on the development and management of integrated marketing communications campaigns to build effective brand messaging to customers and stakeholders. Exposes students to both traditional and non-traditional tools of the promotional mix, as well as budgeting, measures of effectiveness and strategic planning for promotional efforts.

B2B Marketing Strategy (MAR 6456) 3 credits

Prerequisite: Graduate standing and MAR 6815

An examination of the marketing of goods and services to organizations. Course provides an in-depth understanding of issues such as product development, pricing, and buyer behavior.

Buyer Psychology and Behavior (MAR 6506) 3 credits

Prerequisite: MAR 6815

Provides a psychological and behavioral examination of buyer decision processes and influences, with a goal of deriving insights about both

industrial buyers and ultimate consumers to help managers make better marketing mix decisions. Provides an integration of models and concepts from psychology, sociology, anthropology and economics to understand how and why customers search for, choose, negotiate for, purchase, use and dispose of goods and services.

Marketing Research Methods (MAR 6616) 3 credits

Prerequisites: Graduate standing and MAR 6815

A study of marketing information systems concepts, marketing research techniques, and decision theory applications to marketing problems.

Analytics for Marketing Decisions (MAR 6668) 3 credits

Prerequisite: MAR 6815

An introduction to marketing analytics. Reflecting the evolving digital landscape, the course integrates cutting-edge tools and techniques used to derive and visualize actionable customer and market insights from data and market research, with an emphasis on managerial decision-making in two applied areas such as segmentation, targeting and positioning; satisfaction management; customer lifetime value; customer choice; and product, promotional and price decisions.

Digital Marketing (MAR 6735) 3 credits

Prerequisite: MAR 6815

Applied exploration of digital marketing strategy and implementation, including website design, search engine optimization, online advertising, web analytics, email marketing, mobile marketing, social media marketing, content creation, and online reputation management.

AI and Marketing - A Behavioral Science Perspective (MAR 6746) 3 credits

Prerequisite: graduate standing and enrolled as a business degree program

This course takes a behavioral science perspective, re. the impact of Artificial Intelligence (AI) on Marketing. It identifies behavioral and managerial insights that might help companies thrive in the age of AI.

This is a non-technical course. No coding or data science skills are required. This is also a hands-on course, requiring substantial participation by way of

creating custom GPTs, presentations on important AI-related topics, development of a lifelong AI-learning plan etc.

Strategic Marketing Planning (MAR 6807) 3 credits

Prerequisite: Graduate standing and MAR 6815

This course focuses on decision making within a context of strategic marketing planning.

Advanced Marketing Management (MAR 6815) 3 credits

Prerequisites: Graduate standing and MAR 6055 or equivalent

How marketing managers research, communicate, price, and distribute product and service offerings to profitably satisfy targeted customer segments in a dynamically changing global environment.

Marketing Analysis and Executive Action (MAR 6816) 3 credits

Prerequisites: Graduate standing and MAR 6815

Builds decision-making capabilities through readings and cases concerning current marketing challenges, such as managing environmental change; marketing in international, high technology, and service contexts; conducting market planning and developing a marketing plan, etc. Learn to imbue corporate culture and business practice with marketing, customer service, social responsibility, and ethics.

Developing and Marketing Innovations (MAR 6837) 3 credits

Prerequisite: Admission to an FAU graduate program and MAR 6815

This course revolves around the key challenges encountered in developing an innovation and creating its marketing plan. The course prepares the student to undertake a leadership role as a manager or entrepreneur in the area of product/service innovation.

Advanced Social Media Marketing (MAR 6880) 3 credits

Prerequisite: MAR 6815, graduate standing and enrolled as a business degree program

Social media marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build

meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly defined audiences.

Advanced Influencer Marketing (MAR 6881) 3 credits

Prerequisite: MAR 6815, graduate standing and enrolled as a business degree program

Influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers. An influencer is a person with sway over their audience. Influencers have specialized knowledge, authority, or insight into a specific subject. They are also called content creators, Instagrammers, bloggers, vloggers.

Strategic Brand Management (MAR 6838) 3 credits

Prerequisite: MAR 6815, graduate standing and enrolled as a business degree program

This course is devoted to the management of brand equity, i.e., the added value endowed to a brand because of past marketing activities. We will cover how to develop a brand strategy, how to design and implement brand management programs, how to measure and interpret brand performance, and how to grow and sustain brand equity.

Directed Independent Study (MAR 6916) 1-3 credits

Prerequisite: a Directed Independent Study form must be signed by the professor and the department chair prior to registration
Individual student research or study.

Special Topics (MAR 6933) 1-3 credits

Prerequisite: Graduate standing and permission of the department chair
An in-depth analysis of selected current problems in marketing. Content will vary.

Global Marketing Field Experience (MAR 6959) 1-6 credits

Course is an advanced instruction and study tour program that mixes traditional (book), Internet, and experiential learning to develop first-hand knowledge and experience in marketing in and to foreign countries.

Master's Thesis (MAR 6971) 1-9 credits

Prerequisites: Completion of core courses and permission of department chair

An application of professional and research methodology to a problem or project chosen between student and thesis committee.

Seminar in Consumer Behavior (MAR 7507) 3 credits

Prerequisite: Completion of Ph.D. core

An interdisciplinary course exploring and critically examining the basic foundations, assumptions, and comprehensive models dealing with human behavior.

Seminar in Advertising Effectiveness (MAR 7652) 3 credits

Prerequisite: Completion of Ph.D. core

Seminar examines a large variety of issues related to the understanding of advertising and its effectiveness.

Quantitative Methods and Models in Marketing (MAR 7670C) 3 credits

Prerequisite: Completion of Ph.D. core

A seminar that develops an understanding of the role and use of statistical and mathematical models in marketing.

Interorganizational Relationships in Marketing (MAR 7459) 3 credits

Prerequisite: Completion of Ph.D. core

Course equips doctoral students with the knowledge and skills required to conduct research in marketing channels, business-to-business marketing and supply chains. The course introduces students to the literature on interorganizational relationships and develops a critical understanding of markets, organizations, and value-adding chains.

Scientific Method in Business (MAR 7785) 3 credits

Prerequisite: College of Business doctoral students only

Provides business Ph.D. students with an exposure to the major issues and debates on the scientific method in business, including the use and applications of insights from philosophy of science as it pertains to the business disciplines and an introduction to research design.

The Development of Marketing Theory (MAR 7787) 3 credits

Prerequisite: Doctoral standing

This seminar discusses the development of major approaches to understanding marketing from the evolution of the marketing discipline in the United States.

The History of Marketing Thought (MAR 7796) 3 credits

Prerequisite: Doctoral standing

A survey of the literature on markets and marketing from early writers to the present. It includes the institutional framework in which markets and marketing activities evolve as well as the development of contemporary theory in marketing.

Special Topics in Marketing (MAR 7931) 3 credits

Prerequisite: Doctoral students in Marketing

This Ph.D. Seminar course engages students in the exploration of contemporary and cutting edge topics in the field of marketing that are not covered by the established sequence of courses and before such topics become part of the regular curriculum.

Seminar in Marketing 1 and 2 (MAR 7936) 3 credits

Prerequisite: Completion of Ph.D. core

A sequence of courses dealing with a range of significant topics and issues.

Advanced Research in Marketing (MAR 7978) 1-9 credits

Prerequisite: Doctoral standing in the College of Business

Supervised research for comprehensive exam preparation, dissertation proposal development and/or scholarly paper writing. *Grading: S/U*

Supervised Research in Marketing (MAR 7979) 1-6 credits

Prerequisite: Permission of department

A directed research experience for doctoral students.

Doctoral Dissertation in Marketing (MAR 7980) 1-15 credits

Prerequisite: Admission to doctoral candidacy

Doctoral dissertation research.