

MARKETING (MKT)

Marketing Graduate Courses

MKT 8266 TECHNICAL BUSINESS DEVELOPMENT (3 credits)

Students will learn how to navigate the four main milestones of the technical sales process: Responding to requests for proposals (RFPs), conducting exploratory customer meetings, submitting RFP responses, and interviewing for projects. The course will broaden understanding of the sales process in technical domains where sales cycles are longer and decision processes are more complex. This class will also emphasize team selling. (Cross-listed with MKT 4260, BSAD 8266).

Prerequisite(s): Admission to Graduate College, MBA Program or by permission of the instructor. Not open to non-degree graduate students.

MKT 8726 INNOVATION VENTURES (3 credits)

This team-based course provides students with the opportunity to practice the basic tools of business discovery and validation. Concepts and techniques in innovation, entrepreneurship, and strategy will be used to aid students in the venture creation process. Important considerations impacting the viability of the venture post formation will also be explored. Practical real-world experimentation is the central component of the course and will help students to conceive, develop, and launch their own innovative ventures. (Cross-listed with BSAD 8726, ACMP 4720, HCC 8256, ENTR 4720, ENTR 8726, MGMT 4720, MGMT 8726, MKT 4720).

Prerequisite(s): Admission to Graduate College, MBA Program or by permission of the instructor.