

Madison University – Distance Education
College of Business and Economics
Degree Program: Doctorate
Concentration: Marketing

Office of Admissions

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BMKT 70701 Advanced Marketing

An in-depth review of trends and developments in the global marketing environment. Topics covered include import-export, joint ventures as well as international marketing systems and multinational marketing strategies.

BMKT 70705 Advanced Global Markets

Theory and practice of international marketing. Explores international start-up operations and operations of global marketers. Prepares business or marketing major to understand international marketing concepts and strategies.

BMKT 70711 Advanced Consumer Behavior

Theory and practices involved in marketing decisions of individuals and business firms, utilization of theories from behavior sciences in marketing research; theories of shopping behavior, product differentiation, market segmentation, and opinion leadership; application of concepts to management of advertising, channels of distribution.

BMKT 70721 Advanced Marketing Management

This course will provide cutting-edge techniques for building and managing a formidable brand identity in today's cluttered global market place.

BMKT 70731 Advanced Marketing Research

Examination of experimental design, marketing analysis, positioning and segmentation research, advertising research, forecasting and new product research.

BMKT 70741 Purchasing

This course provides complete coverage of the most vital purchasing issues, from the effects of global currency fluctuations to strategic partnering.

CSCI 70751 Advanced Management Information Systems

This course provides students with clear explanations of basic business concepts that they need to know in order to fully comprehend the role of information systems in business.

DISS Dissertation

The Dissertation.

“Stop thinking in terms of limitations and start thinking in terms of possibilities”
- Terry Josephson, 20th/21st-century motivational author



BMKT 70701 Advanced Marketing

Textbook: Marketing Strategy: Relationships, Offerings, Timing, and Resource Allocation
ISBN#: 0-02-418264-8

BMKT 70705 Advanced Global Markets

Textbook: Global Equity Markets: Technological, Competitive, and Regulatory Challenges
ISBN#: 1-556-23844-4

BMKT 70711 Advanced Consumer Behavior

Textbook: Marketing Management: Knowledge and Skills, 6th edition
ISBN#: 0-072-31557-1

BMKT 70721 Advanced Marketing Management

Textbook: Building Brand Identity: A Strategy for Success in a Hostile Marketplace
ISBN#: 0-471-04220-X

BMKT 70731 Advanced Marketing Research

Textbook: Contemporary Marketing Research, 4th edition
ISBN#: 0-538-885-076

BMKT 70741 Purchasing

Textbook: Purchasing and Management of Materials
ISBN#: 0-471-54983-5

CSCI 70751 Advanced Management Information Systems

Textbook: Business and Information Systems
ISBN#: 0-321-01378-6