

MKT 512

Customer Insights and Analysis (FA)



You Should Take This Class If you:

- Want to develop analytical skills in conducting customer and market research, especially in the online and digital environment
- Want to apply research tools to better understand and predict customer behavior to improve marketing effectiveness
- Want to pursue a career in marketing/management consulting, customer relationship management, database marketing, digital marketing, social media marketing

Course Description

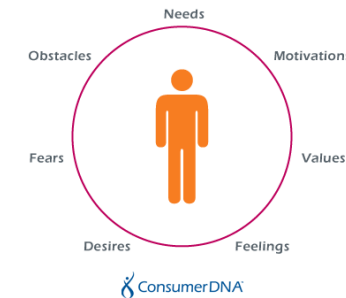
The Internet age has given marketers the possibility to obtain a rich amount of information about their customers. Today's firms not only can observe customers' offline store visit and shopping behavior via loyalty programs and mobile technology, but also can gain access to customers' online behavior such as web surfing, online purchase, ad exposure, social network posting. What do all these data reveal to marketers and how might they be used to improve our marketing effectiveness? This course will introduce students to various marketing research techniques to collect, analyze and act upon customer information, especially in the Internet and digital environment. The tools taught in this class will help students better understand and predict customer behavior, and they will become essential for developing a successful career in marketing/management consulting, customer relationship management, database marketing, digital marketing, etc.

Instructor: Sha Yang



Data Base Marketing

Consulting



Digital Marketing

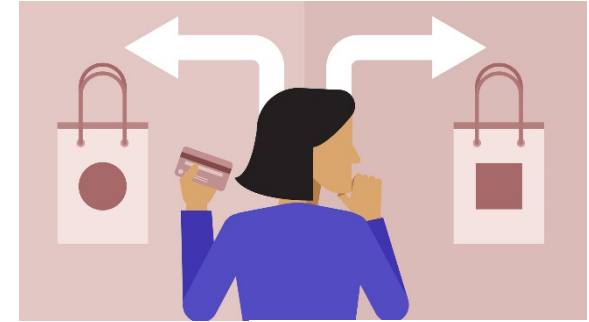
MKT 525

Consumer Behavior (SU,FA,SP)



You Should Take This Class If you:

- Want to understand mental processes and decisions along the customer journey that affect the company (e.g., attention to messages, categorization of new product offerings, attitude towards the product offering, search and information acquisition, etc.)
- Want to understand research tools that allow marketers to analyze of these processes (e.g., Zmat, perceptual map, sorting tasks, etc.)
- Want to how to develop tools and interventions with the goal of changing consumer behavior (e.g., nudges, choice architecture, persuasion tools, etc.)
- Want to pursue a career as Customer Experience Manager, Consumer Insights Managers, Experience Consulting, Product Manager, Customer Engagement Manager; Customer Strategy Manager, Customer Marketing Manager



Course Description:

Any business begins and ends with the consumer — from recognizing needs to ensuring post-purchase satisfaction. Without a consumer, there is no company!! In this course, you will enhance your understanding of how and why people consider, choose, use, and evaluate goods and services. While all of us are consumers, our intuitions about our own behavior as well as that of others' are often vastly inaccurate. In this class, we will base our discussion on empirical insights and theories developed in marketing and other behavioral sciences to better predict how consumers will respond to different marketing activities.

Instructor: Kristin Diehl, Diane Badame, Dennis Schorr



MKT 526

Advertising and Social Media Strategy (FA,SP)



You Should Take This Class If:

- Want to understand the critical role of social media & advertising in modern markets
- Want to build great brands through advertising
- Want to generate buzz on social media



Course Description:

Technological changes have created radically new products, disrupted markets, and revolutionized media. Advertising and social media are critical to win in this environment. This course will help students understand and use new concepts, tools, and analytics to complete strategically in this rapidly changing environment.



Instructor: Gerard J. Tellis

MKT 528



Sales Management: The Art and Science of Sales (SU,FA)

You Should Take This Class If you:

- Seek to become an organizational leader (President, CEO, COO, etc.) where the sales function will report to them
- Work in others areas of the organization (marketing, finance, engineering, etc.) that must interact with sales
- Are in sales and business development today or those who are considering sales as a career
- Want to start their own business
- Want to learn how to become more persuasive and better able to promote their ideas to others within their organization

Course Description:

This course provides detailed exposure of business to business and personal selling techniques. Emphasis is placed on understanding sales organization performance, creating a sales strategy, the planning and delivery of sales calls/presentations, and techniques to persuade people to change their opinions and beliefs in face-to-face meetings.

Instructor: Steven Martin



MKT 530

New Product Development (SU,FA,SP)



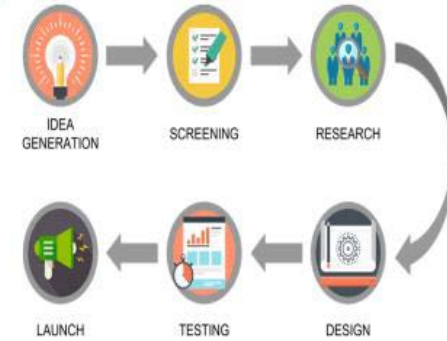
You Should Take This Class If you:

- Bringing the voice of the customer into the development of new products, services, and experiences
- Applying strategic analyses to identify opportunities for new products, services, and experiences
- Using creativity, collaboration with outside parties, and crowdsourcing to develop new innovations
- Testing and refining new product concepts and prototypes
- Incorporating human-centered design into the development of new products, services, and experiences
- Predicting the adoption and diffusion of new technologies
- Forecasting the sales of new products
- Adapting products for global markets
- Developing a marketing plan for launching new products, services, and experiences

Course Description:

In this course, you will learn how to identify new product and service opportunities and generate new concepts, how to test customer reactions to new product ideas and predict demand, and how to develop a marketing program for launching new products and services. A variety of cases and examples of new product development will be analyzed in a variety of different companies and industries, including consumer packaged goods, service offerings, high technology products, and entertainment. You will develop and test a new product or service idea in a hands-on group project.

Instructor: Dennis Schorr, Larry Vincent, Diane Badame



Brand Manager

Product Manager



Chief Marketing Officer

MKT 533

Branding Strategy (3 Units, FA, SP)



You Should Take This Class If you:

- Want to become an impactful leader of brand management in your own business
- Want to create not only a short-term but also a long-term value of your brand in your organization
- Want to develop a fundamental framework of brand management strategy that is applicable to diverse marketing contexts in the digital age

Course Description:

This course examines three tasks of the digital age brand management: (1) introduction task (creating brand admiration), (2) elaboration task (strengthening brand admiration), and (3) leveraging task (expanding the scope of brand business). These three tasks are sequentially discussed in the digital context to form a coherent whole. These three tasks are designed to help students develop a framework of the brand strategy in their own areas of interest.



Instructor: C.W. Park, Sasha Strauss

MKT 533

Branding Strategy (1.5 Units, FA)



You Should Take This Class If you:

- Desire to become an assistant, associate or brand manager of any organization.
- Want to learn how to position your unique product or service, narrow your target audience, create a standout company personality, and position yourself as superior to the competition — all by utilizing the power of branding!
- Want to experience how guest speakers from high profile companies, such as Facebook, Toyota Motor Company, Levi Strauss, and Snap Inc., develop and implement successful brand strategies.



Course Description:

Effective brand management is critical to maintaining the long-term viability and profitability of products and services. This course is designed to study brands and brand portfolios in a variety of industries domestically and globally so that key branding principles and frameworks can be applied to develop an effective team Brand Strategy Plan (BSP) on a selected brand.



Instructor: Diane Badame

MKT 535



Business-To-Business Marketing Management (FA)

You Should Take This Class If you:

- Want to increase your exposure to companies and hear from them about the issues they are currently facing.
- Want practice applying what you have learned to a real company in order to develop strategic recommendations.
- Want to discuss topics that will be of interest to future employers with fellow students, faculty, and industry representatives.

Course Description:

The business-to-business (B2B) marketing world differs from the business-to-consumer (B2C) marketing world in substantial ways. In B2B, the target market is usually a well-defined community often with their own subculture. A lot of the B2B marketing effort involves direct and personal interaction with potential customers, and many B2B purchasing decisions are made by committee, such that the marketing effort has to provide 360 degree coverage. B2B marketing is targeted, nuanced, and often requires deliberately targeted marketing strategies designed to positively impact market evolution. This course is designed to prepare students for a job in the business-to-business (B2B) marketing world (B2B marketing positions represent a significant proportion of the marketing job opportunities).

Instructor: Gerard Power



MKT 536

Pricing Strategy (FA)



You Should Take This Class If you:

- Want to learn how to extract the value for products and services you create through pricing. McKinsey study has found that 1% increase in price in Fortune 1000 companies can increase profits by 12.3%
- Want to learn and apply analytical skills for pricing using data for B2B companies like Google and Amazon and also CPG companies. Hands on experience using regression and cluster analysis.
- Want to understand the current pricing strategy for B2C, B2B, Pharmaceutical and Services companies like Netflix, Amazon Cloud and Uber.
- Want to pursue a career as product manager, sales and marketing, consulting in different industries like CPG, B2B, Pharmaceuticals and Technology,

Course Description:

The purpose of this course is to introduce you to the most current strategy, applications, and trends in pricing. Students completing the course will have the skills to use data and build pricing models to increase firm profitability. Understand the link between pricing and the overall go to market strategy.

Product
Manager

Consulting

Sales and
Marketing

Business
Analyst



Price Negotiation

Instructor: Shantanu Dutta

MKT 543



Marketing Demand and Sales Forecasting (SP)

You Should Take This Class If you:

- Want to learn quantitative techniques and analytical tools that provide insight into the nature of consumer demand and its response to changes in the marketing mix.
- Want to apply these methods to improve forecast accuracy and gain a better
- Want to gain an understanding of customers and markets
- Want to develop a framework to make more effective and efficient marketing decisions

Course Description:

This course will familiarize you with several advanced, quantitatively oriented marketing tools that enhance demand forecasting ability and marketing decision-making. I will provide extensive experience in using these tools through computer exercises (i.e., dirtying your hands with the data). Most of the analysis will require you to use spreadsheet based tools such as regression analysis.



Instructor: S. Siddarth





MKT 555

Marketing Channels (FA,SP)

You Should Take This Class If you:

- Want to learn basic principles of organizing and managing marketing distribution channels
- Want to apply these principles to actual firm situations
- Wish to learn, analyze, evaluate, and make decisions relating to distribution channel management

Course Description:

MKT 555 focuses on managerial decision making. That is, what decisions managers must make in organizing and managing channels of distribution. The class is designed for any MBA, whatever the emphasis. It is most pertinent to marketing majors and aspiring business owners.



Instructor: Gary Frazier

MKT 556

Internet Marketing (FA, SP)



You Should Take This Class If you:

- Want to learn what constitutes a digital strategy
- Want to learn all the tactics that make up digital strategy for both B2C and B2B markets, including the latest tactics
- Want to pursue a career in any industry that has integrated digital marketing in to their overall marketing plan

Course Description:

The purpose of this course is to introduce you to the most current tactics, applications, and trends in digital marketing. Students finish the course with the skills of knowing the analysis, all of the tactics and metrics of digital marketing and how they fit together into a complete digital marketing plan. Students who take the course are prepared for jobs as Director of Digital Strategy or in any job that interfaces with the digital team in a company. Students are assessed by 2 exams and a group project networks . We will also explore how the firm can listen, engage and promote to customers using social media



Instructor: Allen Weiss, Kalinda Ukanwa

MKT 560

Marketing Strategy (FA, SP)



You Should Take This Class If you:

- Desire to become a marketing strategist, consultant or marketing manager;
- Want to create imaginative and effective marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives;
- Want to experience how marketing executives from high profile companies, such as Amazon, Google, Riot Games, MGM Resorts International, Jakks Pacific, CBRE and The Walt Disney Studios, have developed and implemented marketing strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.



Course Description:

The development and execution of successful marketing strategies are essential to capitalize on opportunities and resolve issues that challenge a variety of domestic and global business spanning multiple industries. This course is designed for students who are now seeking to expand their knowledge and capabilities in the more advanced discipline of marketing strategy and apply marketing strategy tools and frameworks in the development of a marketing strategic plan.



Instructor: Diane Badame

MKT 566

Marketing Analytics (FA, SP)



You Should Take This Class If you:

Are interested in making intelligent and critical use of marketing data. Students will enhance his/her marketability as

- Marketing/Business Analyst
- Consultant or Market Strategist
- Brand or Product Manager

Course Description:

This course is aimed at familiarizing students with data-driven marketing strategies. The class takes a very hands-on approach with a combination of lectures, cases, and exercises. Student will be able to enhance his/her marketability as a marketing/business analyst, as well as his/her competency to interact with and manage a marketing/business analytics team.

Business/Marketing Analyst



Consulting



Brand/Product Manager

Instructor: Anthony Dukes, Lan Luo

MKT 580

Fostering Creativity (FA)



You Should Take This Class If you:

- Are interested in developing your personal creativity and your ability to see and solve problems?
- Are interested in exploring activities and exercises outside of your comfort zone?
- Wish to understand yourself better in order to improve your ability to succeed.



Course Description:

To help provide information on whether you should take the class, I provide a synopsis of the course written by a former student in response to other students asking her to describe the course: "I can honestly tell you the Fostering Creativity class has made the biggest impact on me of any class I've taken at Marshall. I would take it again if I could. It helped me learn to handle anxiety and go with the flow instead of getting worked up about things in my personal and professional life that are out of my control. The class pushes you out of your comfort zone to do things you've told yourself you're incapable of, so I am now much more willing to at least try things that formerly would have scared the bejeezus out of me. I learned that if I set my mind to it, there really isn't anything I can't do. It was a huge confidence builder. You learn a lot about yourself and why you act/react the way you do and by understanding where it comes from, you can change it. And for the business school mindset, it was a great networking class. Our class got very close because you're having emotional experiences just about every class session and bonding over those emotions. There isn't a syllabus (step 1 of learning to go with the flow) and there's lots of ambiguity around activities so it is hard to decide ahead of time whether you'll enjoy it. But I promise you, go into it with an open mind and a desire to change your life for the better, and it will be the best class you take at Marshall."



Instructor: Joseph Priester

MKT 586

Fashion, Luxury and Lifestyle Marketing (FA)



You Should Take This Class If you:

- Desire to work as an marketing, brand or digital marketing manager at a fast fashion, luxury or lifestyle company;
- Want to learn about the problems and challenges fast fashion, luxury and lifestyle brands face in this world of disruption to effectively compete based on the development of sound and strategic marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives;
- Want to experience how marketing executives from high profile companies, such as Louis Vuitton, NYX, Smashbox Cosmetics, BMW Designworks, The Ritz-Carlton, LA and JW Marriott LA at LA Live, Uniqlo, Patagonia, Nike, Vans, Uber, and Mediakix have employed marketing strategies and techniques to increase sales and profitability and achieve sustainable, competitive advantages at their respective companies.



Course Description:

This course is designed to develop an understanding of the principles and practices of brand management and their application in connection with the fashion, luxury goods and lifestyle marketing sectors in a global marketplace. A Team Fashion, Luxury or Lifestyle Marketing Plan (MP) Framework introduced in this course will serve as a guide in case analysis preparation and the team project – a Team MP on a selected brand or organization.

Instructor: Diane Badame



MKT 589

CMO on Shareholder Value (FA)



You Should Take This Class If you:

- Want to learn about the hot buttons of CMO's and what keeps them up at night to include topics such as 1) Customer Understanding and Experience Management, 2) Convergence of Traditional and New Marketing Practices, 3) Integrated Marketing Communications (IMC), including the Digital, Social and Mobile Aspects, 4) Product and Portfolio Management, including Brand Management, 5) Planning and Measurement – Contribution to the Bottom Line and 6) New Product Development (NPD) and Innovation
- Want to experience first-hand knowledge and expertise from CMO's from high profile companies such as Facebook, MGA Entertainment, Bentley Motors, Hyperloop Transportation Technologies, Inc., CBRE, and Starbucks Asia, as they share in class the marketing strategies and techniques they have employed to be successful.

Course Description:

This course is designed to give students an understanding of the role of the CMO (Chief Marketing Officer) in a variety of types of companies and industries and how he or she influences shareholder value. An integrated approach to the study of these topics within a global context will allow students to better understand key issues CMOs are facing. Additionally, within each topic, a number of sub-topics will also be explored and examined each week before CMOs speak about relevant issues they are challenged with and how they are addressing them within their organizations.

Instructor: Diane Badame



MKT 599(SP)

Marketing Metrics for Business Decisions



You Should Take This Class If you:

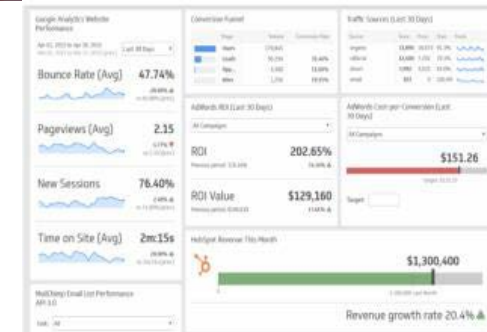
- Want to apply, develop and interpret Marketing Metrics through case studies, data sets, in class exercises and industry speakers
- Want to develop data visualization analysis techniques (in Tableau) to build metrics and dashboards
- Want to examine the link between Marketing Metrics and the Sales and Finance functions



Course Description:

Most entry and mid-level jobs where the student will translate reports/metrics to a business narrative/decision. It should prove useful to both Marketers and Consultants.

Business/Marketing Analyst



Consultant



Product Manager

Instructor: Dinesh Puranam