

AREA CHAIR: DAWN B. LERMAN, ASSOCIATE PROFESSOR

The Master of Business Administration in Marketing Program consists of 69 credits. The Marketing curriculum is designed to provide the necessary foundation for students planning careers in various subfields of marketing such as brand management, market research and marketing analytics.

The Marketing area offers a wide variety of courses that reflect the recent changes and challenges in the global marketplace with an emphasis on the creation of value for consumers, businesses and the society at large.

MBA IN MARKETING

PROGRAM PREREQUISITES (three courses, nine credits)

- BE 6220 Managerial Economics (see page 32)
- DG 6810 Mathematical Methods for Business (see page 45)
- DG 6820 Statistics (see page 45)

MBA CORE BUSINESS COURSES (required) (eight courses, 24 credits)

- AC 6111 Fundamentals of Accounting (see page 18)
- BL 6310 Business Law I (see page 50)
- FN 6411 The Financial Environment (see page 29)
(Prerequisite AC 6111)
- IS 6910 Management Information Systems (see page 39)
- MG 6613 Fundamentals of Management (see page 43)
(Prerequisites BE 6220 & DG 6820)
- MK 6710 Marketing Management (see page 47)
(Prerequisite BE 6220)
- MG 6627 Operations Management (see page 43)
(Prerequisite MG 6613)
- MG 7660 Business Policy (see page 44)
(Prerequisites all core courses)
MG 7660 Business Policy, the capstone course of the MBA, should be taken as close to the end of the program as possible and only after the other core courses have been completed. Because of its integral importance to the program, this course will not be waived.

CONCENTRATION (15 credits)

The concentration consists of 15 credits beyond the core requirement, MK 6710 Marketing Management. Students concentrating in Marketing are required to take MK 7730 Marketing Research (3 credits), MK 879B Marketing Analytics (1.5 credits) and choose elective courses for a total of 10.5 credits.

A total of three (3) credits from experiential courses may be applied to the concentration. These courses include, but are not necessarily limited to:

- Marketing-related study tour
- For-credit marketing-related internship
- Marketing-related tutorial or independent study
- Marketing-related MBA Consulting project

MARKETING SPECIALIZATIONS

Some suggested specializations and related courses appear below. Students interested in those specific career paths may consider taking the elective courses recommended for each specialization.

1. Strategic Brand Management

- MK 7720 Consumer Behavior
- MK 7799 Big Brand Marketing
- MK 7785 Marketing Strategy
- MK 7792 New Product Development
- MK 779V Strategic Product Planning

2. Marketing Communications

- MK 7720 Consumer Behavior
- MK 7755 Advertising and Media Planning
- MK 7765 Sales Management
- MK 7782 Communicating Corporate Image and Responsibility
- MK 7795 Direct Marketing

3. Marketing Research and Information

- MK 7799 Data-Driven Marketing Decision-Making
- MK 77AA Marketing Decision Models
- MK 7799 Qualitative Research Methods
- MK 7785 Marketing Strategy
- MK 879J Managing Customer Centricity

COURSE CLASSIFICATION

In today's fast-changing global business world, marketing jobs—from entry to executive level—require a mix of knowledge, skills and practical experiences with a wide variety of topics. Marketing students need to have better theoretical, analytical and methodological training to remain competitive in a demanding job market. The Marketing area offers courses in three categories that are different in terms of their focus, objectives, coverage and delivery to better prepare students for their future careers:

- Knowledge-Generation (KG) courses
- Skill-Building (SB) courses
- Industry-Exposure (IE) courses

While there are no formal requirements, students are advised to have a balanced course load that represents all categories when they choose their marketing electives.

Knowledge-Generation (KG) courses: Knowledge-generating courses are designed to provide the students with the theoretical knowledge that they will need in their careers. Students learn different theories and conceptual models relevant to marketing practice. Knowledge acquisition is strengthened with discussion of real-life examples and cases that demonstrate how those theories are applied to practice.

KG courses are taught primarily by full-time faculty with doctorates and professional business experience.

Skill-Building (SB) courses: Skill-building courses help students acquire various conceptual, methodological, analytical and managerial skills that they will need for solving marketing problems and making marketing decisions. Students learn how to use a range of quantitative techniques or prepare comprehensive plans as required by jobs in different subfields of marketing.

SB courses are taught by either full-time faculty with doctorates or part time instructors with extensive professional experience using the skills taught in those courses.

Industry-Exposure (IE) courses: Industry-exposure courses aim to teach students about the marketing practices and managerial experiences in marketing fields, industries or countries. The focus of these courses is not theoretical knowledge but application of the knowledge and skills learned in other courses. Students get firsthand exposure to marketing operations and practices in various industries or countries.

IE courses are taught primarily by part-time instructors with extensive professional experience within relevant industries or countries.

Marketing Courses

MK 6710 Marketing Management — KG Course (MBA REQUIRED COURSE)

Introduces the major concepts and processes essential for successful marketing practice in today's competitive global environment. The role and importance of the marketing orientation is discussed in terms of the entire organization and society at large. Topics covered include micro- and macro-environmental analysis, market segmentation and targeting, differentiation and positioning, and marketing mix—product, pricing, distribution and promotion strategies used to reach to customers successfully and efficiently.

PREREQUISITE: BE 6220.

MK 7720 Consumer Behavior — KG Course

Analyzes the latest social science research and theories to better understand consumer behavior. Special attention is directed to applications in managerial decision-making. Topics including motivation, learning, memory, perception, attitude formation and change and decision-making are covered to explain and predict how consumers behave in the marketplace.

PREREQUISITE: MK 6710.

GLOBAL SUSTAINABILITY COURSE.

MK 7723 Big Brand Marketing — KG Course

Demonstrates the strategic importance of branding by focusing on the various ways the brands acquire and sustain value in the marketplace. Analyzes relevant and comprehensive theories, and all the necessary tools, ideas and concepts to uncover the brands' identities and help managerial branding decisions. Topics discussed include socio-cultural perspectives on branding and brand management, emotional branding, financial considerations and consequences of branding decisions.

PREREQUISITE: MK 6710.

MK 7724 Understanding the Chinese Market:

China Study Tour — IE Course

Focuses on doing business in (and of) China by allowing students to personally experience business practice and culture in this major global market. Explores the knowledge and understanding of the historical, economic, social and cultural context of Chinese business. Provides an understanding of business issues in a foreign setting with an exposure to the local people, businesses and social and government agencies.

CO-REQUISITE: MK 6710.

MK 7730 Marketing Research — KG and SB Course

Provides a fundamental understanding of marketing research methods and their applications, offering perspectives from both the provider and user of information needed for managerial decision-making. Discusses the marketing research process with an emphasis on the identification, collection, analysis and dissemination of data. Topics include problem definition, the use of secondary data, various quantitative and qualitative methods, preparation and evaluation of surveys, and basics of data analysis.

PREREQUISITES: MK 6710, DB 6820.

REQUIRED COURSE FOR MARKETING CONCENTRATION.

MK 7746 Business-to-Business Marketing — SB Course

Examines marketing as it is applied to business markets and organizational buying/selling with an emphasis on how they differ from consumer markets. Discusses specific issues and problems faced by firms in having organizations as customers. Basic marketing issues as market identification and segmentation, pricing, logistics, advertising and sales promotion are explored within the business-to-business environment.

PREREQUISITE: MK 6710.

MK 7750 Global Marketing — KG Course

Examines proven theories and practices of global marketing, as well as the research tools and techniques that can help marketers develop strategic decisions in global markets. Provides a comprehensive overview of global marketing environment and the critical factors involved in choosing the appropriate market-entry strategies for selected foreign markets. Demonstrates successful marketing practices from various emerging markets and regions.

PREREQUISITE: MK 6710.

GPMBA REQUIRED COURSE.

INTERNATIONAL BUSINESS COURSE.

MK 7755 Advertising and Media Planning — IE Course

Analyzes the planning, execution and measurement of advertising programs, with a focus on the creation of an advertising campaign and media planning. Topics include the role of advertising within the marketing mix, tools, techniques and processes used in creating advertising strategy, media planning, legal issues and ethical considerations in advertising. Guest speakers complement classroom experience and discuss their specialties, as necessary.

PREREQUISITE: MK 6710.

RECOMMENDED PREREQUISITE: MK 7720.

MK 7765 Sales Management — SB Course

Focuses on personal selling and salesforce management in the context of large and small organizations. Examines the sales process and its relationship to overall marketing strategy, evaluation of salesforce performance and the function of sales manager. Explore such topics as sales planning, forecasting as well as recruiting, selecting, motivating and compensating a salesforce.

PREREQUISITE: MK 6710.

MK 7775 Marketing of Financial Services — IE Course

Provides a scientific understanding of tactics and strategies associated with the marketing of financial services. Emphasizes the role of industry deregulation, intensified competition, and the emergence of new technologies and products on the emerging marketing practices used by financial services institutions. Explore consumers' unique decision-making styles in financial matters, the effects of technology deployment, and the fiduciary constraints that guide marketing activities in the markets for commercial banking services, mutual funds, investment banking services, insurance and other forms of financial services.

PREREQUISITE: MK 6710.

MK 7782 Communicating Corporate Image and Responsibility — IE Course

Analyzes various means and tactics available to public relations practitioners and demonstrates the value of pragmatic public relations activities for businesses. Explores social and ethical concerns about generating publicity and how resulting public perceptions can create or deepen corporate crises. Current practices of planning for and managing crises are demonstrated via a number of guest speakers.

PREREQUISITE: MK 6710.

ALSO OFFERED AS CM 7531.

GLOBAL SUSTAINABILITY COURSE.

MK 7785 Marketing Strategy — SB Course

Presents an integrated framework on how company marketing decisions can be guided by the environment in which the company is operating, the company's own strengths and weaknesses, and the future prospects in the marketplace. Provides a synthesis of current research findings on strategic marketing theory through the text and other material, and put theories into practice by the students through the use of computer simulations and case analyses. Enables students to develop the techniques needed to optimize marketing activities related to pricing, advertising, distribution and product development.

PREREQUISITE: MK 7730.

Students are advised to take this course later in the program.

MK 7792 New Product Development — SB Course

Provides a sequential methodology for identifying new product opportunities, designing products and services to meet consumer needs. Examines processes and methods used for managing different stages of product development, from idea generation to market testing. Discuss ethical and financial considerations of new product development processes for the business and society at large.

PREREQUISITE: MK 6710.

ENTREPRENEURSHIP COURSE.

GLOBAL SUSTAINABILITY COURSE.

MK 7795 Direct Marketing — SB Course

Explores the various media and methods of direct marketing and how they can be effectively used to reach target individuals to obtain an immediate response and build profitable relationships. Topics discussed include direct mail, catalogs, electronic and social media, telemarketing, mailing lists, copywriting and copy and media testing for effective application of direct marketing.

PREREQUISITE: MK 6710.

MK 77AA-001 Marketing Decision Models — SB Course

Demonstrates the benefits of using systematic analytic and modeling-based approach to marketing decision-making and equips. Enables students to work on marketing data with a heavily applied approach and construct models to aid managerial decisions about which strategies to choose.

PREREQUISITE: MK 7730.

MK 779X Special Topics in Marketing

These courses are offered periodically to permit the faculty and students to explore a marketing topic of particular interest. The specific topic and course classification are announced when the course offered. Examples are Sports Marketing and Multicultural Marketing, among others.

PREREQUISITE: MK 6710.

Marketing Mini-Courses

Each mini-course carries 1.5 credits

MK 879B Marketing Analytics — SB Course

Exposes students to a variety of marketing metrics including those related to in-store and online brand performance (i.e., Nielsen measures used in CPG/brand management) and the use of those metrics in marketing decision-making. Covers basic data manipulation and analysis of secondary data from syndicated sources, such as Nielsen and IRI.

COREQUISITE: MK 6710.

REQUIRED COURSE FOR MARKETING CONCENTRATION.

MK 879I Services Marketing — SB Course

Provides in-depth analysis of the challenges and opportunities in marketing services to consumers and businesses. Students learn to identify, create and develop winning service marketing strategies. Topics include marketing principles, buyer behavior and delivery of service quality from both consumer and business-to-business perspectives.

PREREQUISITE: MK 6710.

MK 879X Special Topics in Marketing

These courses are offered periodically to permit the faculty and students to explore a marketing topic of particular interest. The specific topic and course classification are announced when the course offered. Examples are Distribution Strategies, Luxury Marketing, Fashion Marketing, and others.

PREREQUISITE: MK 6710.