

# MARKETING INTELLIGENCE (MIGB)

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## **MIGB 6710. Customer-Driven Marketing. (3 Credits)**

This course introduces students to marketing both as a company orientation and as a company function, and emphasizes why and how successful marketing needs to be customer-driven. Interactive class discussions focus on the role and importance of marketing for the entire organization, individuals and society at large. Students learn how marketing interacts with other business functions within a company, as well as how marketing contributes to both the company bottom-line and customers' well-being. Topics covered include the strategic marketing process; the creation, communication, delivery and exchange of value; market segmentation, targeting, and positioning; and the marketing mix. Lectures, comprehensive case analyses, in-class exercises, and team projects are used to provide a complete understanding of customer-driven marketing practices within a global framework.

## **MIGB 7720. Consumer Behavior. (3 Credits)**

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.

## **MIGB 7732. Data Driven Mktg Decisions. (3 Credits)**

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.

**Attribute:** ASDM.

## **MIGB 7785. Marketing Strategy. (3 Credits)**

Marketing Strategy.

## **MIGB 779H. Marketing Decision Models. (3 Credits)**

Marketing Decision Models.

## **MIGB 779Z. Applied Project. (3 Credits)**

Applied Project.

## **MIGB 8701. Marketing Analytics. (1.5 Credits)**

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

## **MIGB 8702. Exp Career Dev Portf I. (0 Credits)**

## **MIGB 8703. Reveal Consumer Insights. (1.5 Credits)**

## **MIGB 8704. Qualitative Research. (1.5 Credits)**

## **MIGB 8705. Applied CRM. (1.5 Credits)**

Customer Relationship Management (CRM) is the strategic process of selecting the customers a firm can most profitably serve and of shaping the interactions between a firm and their customers. The goal is to optimize the current and future value of the customers for the company. This course introduces students to CRM strategy, teaches the range of metrics used for customer analytics and includes applied, hands-on usage of a real-world CRM system. Students in this course will gain experience in the strategies of and application of CRM for business and marketing effectiveness.

## **MIGB 8706. Experimental Design. (1.5 Credits)**

## **MIGB 8707. Language of Consumers. (1.5 Credits)**

## **MIGB 8709. Digital Marketing Analytics. (1.5 Credits)**

Provides students with a hands-on experience with using various analytical methods and tools to explore digital marketing, including social media marketing and google analytics.

## **MIGB 8712. Exp Career Dev Portf II. (0 Credits)**

## **MIGB 8730. Introduction to Marketing Research. (1.5 Credits)**

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.

**Prerequisite:** MIGB 6710.

## **MIGB 8731. Survey & Questionnaire Design. (1.5 Credits)**

Provides the framework, skills, and tools to develop valid and reliable marketing research techniques. Working in support of marketing objectives, this course examines practical executions of research surveys with consumers and businesses. Enables students to structure and scale research surveys with a variety of implications and methods of analysis, measurement, and evaluation.

## **MIGB 8999. Tutorial. (1.5 Credits)**