MARKETING INTELLIGENCE (MIGB)

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 7730. Research Methods. (3 Credits)
This course provides a fundamental understanding of research methods and their application in different business functions, offering perspectives from both the provider and user of information needed for managerial decision-making. It covers the research process with an emphasis on the identification, collection, analysis, and dissemination of business and consumer 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, including multivariate statistics.

MIGB 7732. Data-Driven Marketing 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 7760. Marketing Technology and Innovation. (3 Credits)
This course introduces students to the marketing implications of the latest technologies (the current and future trends). These technologies have led to new forms of marketing and customer-related activities. Marketing students need to have an overall understanding of the latest technological advances to take advantage of these technologies and be able to communicate with technology specialists. Adopting a learn-by-doing approach, the course seeks to help students integrate their knowledge and skills with the latest advances. Students will implement this integration of knowledge in assignments and projects that seek to create new value for consumers, offer personalized customer experience, address a marketing challenge, or create and capture new opportunities.
Prerequisites: MIGB 6710 and MIGB 8701.

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 8999. Tutorial. (1.5 Credits)