

MARKETING INTELLIGENCE (MIGB)

MIGB 6710. Responsible Marketing Management. (3 Credits)

This course discusses the role of marketing in developing responsible business practices to create, communicate, and deliver value for business entities, consumers, and society as a whole. Interactive class discussions focus on how marketing interacts with other business functions within a company, as well as how marketing contributes to both the company bottom-line and societal well-being. Topics covered include the strategic marketing process, shared value creation, circular economy, responsible marketing, 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 the role of responsible marketing management toward achieving well-being of all stakeholders. (Previous title: Customer Driven Marketing, new title: Responsible Marketing Management).

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 7723. Strategic Branding. (3 Credits)

This course demonstrates the strategic importance of branding by focusing on the various ways brands acquire and sustain value in the marketplace. It 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: MIGB 6710.

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 7755. Integrated Marketing Communications. (3 Credits)

This course analyzes the planning, execution, and measurement of advertising campaigns, with a focus on developing ad campaigns and media planning that maximize consumer engagement. Topics include the role of advertising in the marketing mix; tools, techniques, and processes used in creating advertising strategy; media planning; legal issues; and ethical considerations in advertising. An emphasis is placed on creative ways to foster awareness and maintain consumer involvement through digital media platforms and other marketing tools.

Prerequisite: MIGB 6710.

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 or MIGB 77AN).

MIGB 7765. Sales Management. (3 Credits)

This course focuses on personal selling and sales force management in the context of large and small organizations. It examines the sales process and its relationship to overall marketing strategy, evaluation of sales force performance, and the function of sales manager. Explore such topics as sales planning, forecasting, recruiting, selecting, motivating, and compensating a sales force.

Prerequisite: MIGB 6710.

MIGB 7785. Marketing Strategy. (3 Credits)

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MIGB 7792. New Product Development. (3 Credits)

This course provides a sequential methodology for identifying new product opportunities and designing products and services to meet consumer needs. It examines processes and methods used for managing different stages of product development, from idea generation to market testing. We will discuss ethical and financial considerations of new product development processes for the business and society at large.

Prerequisite: MIGB 6710.

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

This course provides students with hands-on training in applying analytical tools and computer programs to assist marketing decisions. The course brings together topics from statistics, data mining, analytics, and substantive areas of marketing to help marketing students learn the necessary skills regarding marketing models to succeed in the job market. Upon successful completion of the course, you will be able to understand and use certain marketing modeling approaches, hands-on SQL skills to use marketing databases for marketing purposes, apply and use analysis to assist managerial decision-making, and think critically about the business goals and have the basic skills to fill the gap between managerial needs and data.

Prerequisites: MIGB 6710 and (MIGB 8701 or MIGB 77AN).

MIGB 779N. Sports Marketing. (3 Credits)

It is estimated that the sports industry generates over \$200 billion a year in revenue, and it is still growing. Sports products are more than just the sporting event, the athlete, and the arena, and now encompass items such as sporting goods and equipment, licensed merchandise and clothing lines, collectibles and memorabilia, personal training/fitness centers and health services, sports camps, and instruction, as well as sports information and media. In addition, sports products include the successful and strategic management of operations/facilities, overseeing revenues and investments, as well as bringing events to the attention of the public through advertising, sales, promotion, and sponsorships. This course is designed to provide the sports business student with an overview of the major marketing issues facing the sports industry. As one can see, this is a diverse and growing industry centered around the association of sport. With this as a background, this course will focus on the industry, market opportunities, and strategies for seizing those opportunities.

Prerequisite: MIGB 6710.

MIGB 779Z. Applied Project. (3 Credits)

In this course, students will work in teams on a real-world project for a real client. Operating under a non-disclosure agreement, student teams will receive direction and data from a consumer brand, ad agency, or market research company. Recent clients have included McCann Worldgroup, Circana, Web Md, and Medidata. Under the guidance of faculty, students will apply skills learned in MSMI to conduct research, analyze data, and make a final presentation to the client marketing team. The Applied Project provides MSMI students with the opportunity to build their resumes with actual professional experiences.

MIGB 77AM. Digital Marketing. (3 Credits)

Digital Marketing is designed to provide students with a thorough knowledge of the digital marketing process. Throughout this course, students will be taught various digital marketing techniques and strategies so they have will have a strong knowledge base once this course is complete.

Prerequisite: MIGB 6710.

MIGB 77AN. Marketing Analytics - Enhanced. (3 Credits)

This course is an enhanced version of the Marketing Analytics mini course, designed for MSMI students who want to pursue a career in analytics. The class seeks to familiarize students with using data in marketing contexts and understanding data-driven approaches to marketing decisions. Students will learn about various data sources and understand their context, similarities, differences, and business use-cases. They will also learn how to perform basic data checks, manipulation, and analysis for actionable marketing insights.

MIGB 77AU. Social Marketing. (3 Credits)

This course introduces participants to social marketing, the creative use of marketing for the betterment of society. Participants will discuss how organizations can utilize marketing frameworks to address contemporary social problems (e.g., domestic violence, systemic racism, transphobia, homelessness, addiction, income inequality, political polarization). This course also covers related concepts such as corporate social responsibility (CSR); diversity, equity, and inclusion (DEI); and public service announcements (PSAs). (This course should not be confused with Social Media Marketing.)

Prerequisite: MIGB 6710.

MIGB 77AW. Customer Experience Management. (3 Credits)

This learning-by-doing course introduces participants to customer experience management—the set of practices that companies use to ensure that customers are satisfied at every touchpoint of their journeys with brands. Participants will learn how to attract consumer attention in different product categories and how to keep customers satisfied across multiple service encounters. This course also covers customer journey mapping, a widely used tool for designing and improving customer experiences across physical and digital touchpoints.

MIGB 77AX. Marketing with Cultural Intelligence. (3 Credits)

The course helps students develop the cultural intelligence needed to serve customers whose experiences, worldview, and lifestyles are different from one's own. Through a variety of experiential and immersive experiences, students will learn how to step out of themselves and into the heart and mind of someone else, and in doing so, create their own personal toolbox for learning about diverse markets. By the end of the course, they will have developed a new appreciation for the nuances of culture that exist within and across countries and the empathy needed to speak and engage with diverse consumers in a manner that is relevant.

MIGB 8701. Marketing Analytics. (1.5 Credits)

This mini-course seeks to familiarize students with using data in marketing contexts and understanding data-driven approaches to marketing decisions. Students will learn about various data sources and understand their context, similarities, differences, and business use-cases. They will also learn how to perform basic data checks, manipulation, and analysis for actionable marketing insights.

Prerequisites: MIGB 6710 or GBA Waiver Marketing Mgmt with a score of 070.

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.

Prerequisites: MIGB 6710 and (MIGB 8701 or MIGB 77AN).

MIGB 8712. Exp Career Dev Portf II. (0 Credits)**MIGB 879E. Luxury Marketing. (1.5 Credits)**

This course will provide excellent support for those planning a career in luxury marketing, brand management, retailing and distribution, and communications. It covers areas such as history and trends of the luxury sector, marketing of luxury goods and services, strategy evaluation for luxury businesses, luxury consumer behavior, luxury product and brand management, luxury marketing communications, and retailing and channel management within the luxury sector.

Prerequisite: MIGB 6710.

MIGB 879Y. Marketing Analytics Insights. (1.5 Credits)

This course will help students understand the requirements for implementing an effective data strategy. Students will also learn how to communicate the complexities and insights of these data-focused strategies to all levels of stakeholders. The course will invite industry professionals to share their views on data analytics, strategy, and management, including data architecture, governance, quality, and technologies. The learning objectives will be accomplished by completing a set of case studies, reading assignments, and participating in class discussions.

Prerequisites: MIGB 6710 and (MIGB 8701 or MIGB 77AN).

MIGB 879Z. Customer Loyalty Programs. (1.5 Credits)

Customer loyalty is key to growing a profitable brand. In response, firms invest heavily in programs to drive loyalty, increase market share, and build a moat around their most valuable customers. This course will explore the drivers of customer loyalty and will delve into the program strategy, program structure, marketing communications, and financial implications of running a customer loyalty program.

Prerequisite: MIGB 6710.

MIGB 87AA. Retail Digital Marketing. (1.5 Credits)

Over the past decade, traditional brick and mortar businesses have been shifting their operating models to fuel digital investments. This course is designed to introduce the fundamental concepts and processes that are essential to prepare for an executive position in retail digital marketing for today's competitive e-business environment. Upon completion of the course, students will be able to confidently strategize and lead digital marketing initiatives for CPG products in both luxury and big box retail environments. Throughout the semester, students will be introduced to the critical elements of digital marketing including how to strategize business planning for results. Studies include fundamentals e-retail, performance marketing, digital content for conversion, and digital transformation including digital upskilling of employees.

MIGB 87AB. Measuring Marketing Effectiveness. (1.5 Credits)

This course provides students with essential skills in evaluating marketing, advertising, and branding effectiveness. It focuses on best practices for assessing campaign performance, media impact, and brand communication strategies. Students will learn to select and apply the most appropriate research methods to meet specific marketing objectives, transforming insights into actionable recommendations to enhance brand strategies and campaign outcomes.

Prerequisites: MIGB 8701 or MIGB 77AN.

MIGB 8999. Tutorial. (1.5 Credits)