

MARKETING (GRADUATE) (MKGB)

MKGB 77AA. MARKETING DECISION MODELS. (3 Credits)

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.

Attribute: BUAN.

Prerequisite: MKGB 7730.

MKGB 77AF. SERVICES MARKETING. (3 Credits)

This course provides in-depth analysis of the unique challenges and opportunities in marketing services to consumers and businesses. Students learn to identify, create and develop winning services marketing strategies. Topics include positioning services in the marketplace, developing the right target market for service companies, buyer behavior and delivery of service quality in both consumer and business markets.

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

MKGB 77AG. STUDY TOUR:CUBA. (1.5 Credits)

As European, Chinese, and Latin American firms build there, Cuba is looking for domestic models that will preserve its egalitarian tradition and its rich historic culture. In this study tour, through class meetings, assigned readings, guest speakers and visiting Cuba, students will learn about this unique culture and economy while it is faced with the challenges of a socialist economic system developing a budding entrepreneurial private sector.

Prerequisites: MKGB 6710 or MIGB 6710.

MKGB 77AH. THE ART OF SOCIAL BUSINESS. (3 Credits)

Social Media is not a technology, a tool, or a trend; it is a fundamentally new way for businesses to connect with all of the people that matter at an unprecedented scale. People have embraced social platforms faster than any other form of communication, forcing organizations to ultimately reconstruct their business models. The course will provide students with a foundation of new social business practices across different industries. It will introduce new concepts and theories on how to transform existing business structures or develop new models that are social and personalized at the core. Students will learn how all disciplines within companies, especially marketing and marketing-related functions, are now being socialized (e.g. Marketing, Advertising, New Product Development, HR, Finance, R&D, Operations, etc.) The course will also address how a company's culture is impacted by creating more connectivity across employees and its customers. Specific areas that will be covered include: Brand and Media Management, Creative and Advertising, Data and Measurement, which will also touch upon consumer privacy. Course work will include readings, in-depth discussions, and three group projects.

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

MKGB 77AI. INNOVATION IN BUS & ENERGY. (3 Credits)

The purpose of the course is to frame and critique opportunities for business to create innovations in energy systems. Consequently, the course will seek to induce the student to learn about energy systems in different parts of the world, as well as energy systems supporting different sectors of contemporary economies. This course will encourage students to think broadly, which should influence how to gather information and determine what information to gather as specifying context is key to understanding whether an innovation could be viable.

Attribute: ABGS.

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

MKGB 77AJ. MARKETING LABORATORY. (3 Credits)

This course is based on a simulation to get students in virtual and simulated market environment for data driven, strategic marketing decisions. The Marketing laboratory (ML) presents a context rich environment, beginning with an initial scenario (some history), the teams work through plans, execution, and adaptation to the vagaries of an environment that changes as teams begin to pursue their various strategies, and opportunities to compete against, collaborate with, and even ignore other teams in the space.

Prerequisite: MKGB 7730.

MKGB 77AK. MULTIPLATFORM ADVT'G SALES. (3 Credits)

This course will apply to anyone interested in the Sales, Advertising, Marketing and Product Management professions. The content is designed to educate students on what it takes to be successful in today's highly competitive and complex advertising sales profession. Students will be provided with an overview of multiplatform advertising properties including print, digital, social and TV, as well as analytics related to advertising sales and audience metrics.

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

MKGB 77AL. INNOV IN BUSINESS & ENERGY. (3 Credits)

This course aims to frame and critique opportunities for business to create innovations in energy systems. It discusses how contemporary energy systems have evolved and how energy infrastructures vary across regions of the world. It also examines how business decision makers can think about choices of energy and energy systems by encouraging students to think broadly in terms of innovation possibilities.

Attribute: ABGS.

MKGB 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.

Prerequisites: MKGB 6710 or MIGB 6710.

MKGB 77AN. DESIGN THINKING. (3 Credits)

Design thinking is an iterative problem-solving process of discovery, ideation, and experimentation that, when combined with business models, provides decision-makers with effective tools for innovation and transformation. This hands-on course will guide students in the use of a variety of design-based tools and techniques to clarify and solve human-centered organizational, business, and public service challenges.

MKGB 779I. DATA-DRIVEN MARKETING DECISIONS. (3 Credits)

The course aims at offering students advanced analytical marketing and decision making skills in order to help them address marketing managerial decisions. Adopting a "learn by doing" approach, the course provides students with hands-on training that will allow them to simulate data-driven marketing decisions and formulate sound recommendations.

Attributes: ASDM, BUAN.

Prerequisite: MKGB 7730.

MKGB 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 sport 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, the market opportunities and strategies for seizing those opportunities.

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

MKGB 779T. MARKETING MGT & STRATEGY. (3 Credits)

Introducing the fundamental concepts and processes essential for marketing goods, and services in today's competitive environment. This course presents an integrated framework on how such strategic decision should be made. The course is anchored on three tools: Strategic Marketing Theory, Computer Simulation and Application and Cases.

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

MKGB 779V. STRATEGIC PRODUCT PLANNING. (3 Credits)

This course aims to introduce students to product planning process, including product line and mix strategies. It covers topics that are relevant to "product" part of marketing mix and management. It focuses on the development and application of value-enhancing strategies used by successful product managers.

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

MKGB 779Y. MULTICULTURAL MARKETING. (3 Credits)

This course delves into how marketers can successfully reach multicultural markets. There will be an overview of marketing principles and a discussion of the impact of race, ethnicity and culture on consumer behavior. The course will take a deep dive into the important marketing considerations for the 3 major multicultural target groups in the U.S. specifically, Hispanic Americans, African Americans and Asian Americans. Through this highly interactive class, students will be educated on the evolving role of marketing in today's diverse culture. Students will learn tools for marketing to Hispanic American, African-American and Asian-American market segments, and analyze and understand the nuances of multicultural marketing communication.

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

MKGB 879A. FASHION MARKETING. (1.5 Credits)

This course examines the marketing mix through the lens of the fashion industry. Topics to be covered include merchandising, new product development with an emphasis on private label and celebrity brands, customer loyalty programs, and licensing. We will also explore the key issues and challenges of the fashion business model and discuss emerging trends such as m-commerce, social media and apps.

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

MKGB 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.

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

MKGB 879G. RETAIL BUYING & MERCHANDISING. (1.5 Credits)

This course explores the creative, financial and analytical aspects of merchandising and buying. During this mini-course students will build a merchandise assortment for the fall 2012 season while exploring: The fundamentals of retail math; The nuts and bolts of Inventory management and sales performance/analysis; The influence of fashion trend; The impact of historical performance; and The importance of merchandise planning and store allocation.

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

MKGB 879K. EVENT MARKETING. (1.5 Credits)

Event Marketing is a significant and powerful component in the world of Integrated Marketing. It is vital to PR campaigns, product launches and building brands; and just as with more traditional disciplines, Event marketing is a medium to acquire new customers and establish brand loyalty. Students in this class will learn fundamental principles of event marketing, various ways event marketing is utilized in today's marketplace, core category essentials including strategy, creative end production, and the measurement of the success of an Event Marketing campaign.

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

MKGB 879L. MARKETING TO YOUNG CONSUMERS. (1.5 Credits)

This course examines special considerations in developing and marketing products designed for infants, preschoolers, kids and tweens. Topics include: Concept/product development and testing with children and the youth and advertising to the children among others.

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

MKGB 879P. SCIENCE OF SHOPPING. (1.5 Credits)

This course will examine the anthropological dimensions of retail shopping from four interconnected perspectives: practical, relational, socio-economic and sensory-physical. Students will learn the pragmatics of shopping – how people manage to navigate a store; they will explore shopping malls in terms of self-identity, social class and feelings of community; they will look at the rituals of Christmas shopping; they will evaluate the sensory dimensions of a store in experiential shopping. From exploring the interplay of these variables, students should receive a practical and theoretical understanding of the retail experience for consumers and its importance to our culture. Students will read a range of materials, write essays and conduct primary ethnographic research in shopping locations.

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

MKGB 879R. PSYCHOLOGY OF PRICING. (1.5 Credits)

When is it better to price a product at \$3.99 compared to \$4.00? Should an e-tailer include shipping charges in their products' prices or add them separately? Among a marketer's tools, price is arguably the most important because it is the only one that represents revenue, rather than a cost, to the firm. Yet decisions like these are often wrought with complexity and uncertainty. This mini course brings structure to the issue through explorations of consumers' beliefs, feelings, and behaviors with respect to prices and pricing tactics.

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

MKGB 879T. MKTG WITH BIG DATA. (1.5 Credits)

"Big data" describes the enormous numbers of large data sets that are generated through social media, client payment systems, consumer buying patterns and GPS satellite mapping. This course will discuss utilized to manage the terabytes of data produced daily, the methods used to spot trends, and the myriad ways that Big Data can enhance marketing strategies and optimize the ROI of a firm's marketing budget.

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

MKGB 879U. CONSUMER SOCIAL RESPONSIBILITY. (1.5 Credits)

This mini-course is aimed at exploring the consumer's role in shaping the social environment and, as such, focuses on demand-side issues of social responsibility. At the end of this course, students should have a better understanding of how the tools of marketing can be used to prompt socially responsible consumption. As a result, students should better understand themselves both as business people and as individuals.

Attribute: ABGS.

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

MKGB 879V. MULTIPLATFORM ADVT'G SALE. (1.5 Credits)

This mini course will apply to anyone interested in the Sales, Advertising, Marketing and Product Management professions. The content is designed to educate students on what it takes to be successful in today's highly competitive and complex advertising sales profession. Students will be provided with an overview of multiplatform advertising properties including print, digital, social and TV, as well as analytics related to advertising sales and audience metrics.

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

MKGB 879W. CUBA IN TRANSITION. (1.5 Credits)

Cuba is looking for business models and partnerships that will preserve its egalitarian tradition and its rich historic culture. In this course, through class meetings, assigned readings, and guest speakers, students will learn about the unique Cuban culture and economy that is faced with the challenges of a socialist economic system developing a budding entrepreneurial private sector.

Corequisite: MKGB 6710.

MKGB 879X. 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.

MKGB 6710. CUSTOMER-DRIVEN MARKETING. (3 Credits)

FT MBA CORE/ PMBA FLEX CORE COURSE 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. (Previous title: Marketing Management).

Prerequisites: BEGB 6220 or GBA Waiver Managerial Eco with a score of 070.

Mutually Exclusive: MMGB 6710.

MKGB 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.

Attribute: ABGS.

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

MKGB 7721. MARKETING MANAGEMENT FOR CHINA. (4.5 Credits)**MKGB 7723. STRATEGIC BRANDING. (3 Credits)**

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. PREVIOUSLY TITLED: BIG BRAND MARKETING.

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

MKGB 7730. RESEARCH METHODS. (3 Credits)

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. Discusses 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. REQUIRED COURSE FOR MARKETING CONCENTRATION.

MKGB 7746. BUSINESS TO BUS MKTG. (3 Credits)

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.

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

MKGB 7750. GLOBAL MARKETING. (3 Credits)

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.

Attribute: ABIB.

Prerequisites: MKGB 6710 (may be taken concurrently) or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 7755. INTEGRATED MKTG COMM. (3 Credits)

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: MKGB 6710; Recommended Prerequisite: MKGB 7720. (Formerly Advertising and Media Planning.)

Attribute: ABEP.

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

MKGB 7765. SALES MANAGEMENT. (3 Credits)

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.

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

MKGB 7775. MKTG OF FINL SERVICES. (3 Credits)

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.

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

MKGB 7782. COMM CORP IMAGE RESPONSIBILITY. (3 Credits)

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. Also offered as CMGB 7531.

Attribute: ABGS.

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

MKGB 7785. MARKETING STRATEGY. (3 Credits)

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: MKGB 7730.

MKGB 7792. NEW PRODUCT DEVELOPMENT. (3 Credits)

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.

Attributes: ABEP, ABGS.

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

MKGB 7795. DIRECT MARKETING. (3 Credits)

Surveys the various media and methods of direct marketing. Explores the power of direct marketing to access specific markets with refined advertising messages and to gauge more successfully the effectiveness of those messages. Topics include direct mail, catalogs, telemarketing, electronic media, mailing lists, copywriting and copy and media testing.

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

MKGB 7811. MARKETING INTERNSHIP. (1 to 3 Credits)

This course is intended for students with a Marketing internship for this trimester that wish to receive academic credit for it. The course will begin with an orientation session and will be followed by additional meetings with students. The course instructor will provide additional details to enrolled students.

MKGB 8701. MARKETING ANALYTICS. (1.5 Credits)

This mini-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 on-line 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. Co-requisite: MKGB 6710 REQUIRED COURSE FOR MARKETING CONCENTRATION Offered in Fall/Spring only.

Attributes: ABEP, ASDM.

Prerequisites: MKGB 6710 (may be taken concurrently) or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 8703. REVEALING CONSUMER INSIGHTS. (1.5 Credits)

Applies theories of anthropology and ethnography to the study of consumer behavior and purchase decisions. Topics include the study of cultures and subcultures, ethnographic research designs, customer immersion, and contemporary ethnographic writing.

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

MKGB 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.

Prerequisite: MIGB 6710 (may be taken concurrently).

MKGB 8999. INDEPENDENT STUDY. (1.5 to 3 Credits)