

MARKETING (GRADUATE) (MKGB)

MKGB 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).

Attribute: PMMA.

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

Mutually Exclusive: MKGB 6711, MMGB 6711.

MKGB 6711. Marketing in the Digital Age. (3 Credits)

This course introduces the ways in which marketing creates value in the interactions with other business functions, stakeholders and consumers. It emphasizes why and how successful marketing needs to be customer-driven, especially in the digital age where consumer engagement through various channels is key to a firm's success. Topics covered include the strategic marketing process; the exchange of value; market segmentation, targeting, and positioning, and the marketing mix in the digital economy.

Mutually Exclusive: MKGB 6710.

MKGB 6720. Understanding Digital Consumer. (3 Credits)

Consumer behavior is rapidly changing as channels and shopping offer more options and more data points. This course prepares students for marketing to digital consumers, covering the latest social science research and theories to better understand consumer behavior. The course focuses on applications in managerial decision-making for digital consumers. Topics include motivation, learning, memory, perception, attitude formation and change, perception, consumer and social well-being that aid predicting consumer behavior in traditional marketplaces and on digital platforms.

Mutually Exclusive: MKGB 7720.

MKGB 6730. Contemporary Research Methods. (3 Credits)

This course provides a fundamental understanding of analytical methods and their application in marketing and communications. It covers analytical tools needed to quantify market potential, empirically establish customer needs, and optimize efficiencies of market communications. It discusses the research process and the identification, collection, analysis and dissemination of consumer data. Topics include problem definition, using secondary data, quantitative and qualitative methods, preparation and evaluation of surveys, and data analysis.

Mutually Exclusive: MKGB 7730.

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.

Attributes: ABGS, PMMA.

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

Mutually Exclusive: MKGB 6720.

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.

Attribute: PMMA.

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.

Attributes: ASDM, BUAN.

Mutually Exclusive: MKGB 6730.

MKGB 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. MKGB 7720 (or MKGB 6720) is suggested as prior coursework.

Attribute: ABEP.

Prerequisites: MKGB 6710 or MKGB 6711 or GBA Waiver Marketing Mgmt with a score of 070.

MKGB 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: MKGB 6710 and MKGB 8701.

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.

Attribute: PMMA.

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 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.

Prerequisites: MKGB 7730 or MKGB 6730.

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 779I. Data-Driven Marketing Decisions. (3 Credits)

This course provides students with hands-on training in applying analytical tools to data to assist marketing decisions. The course seeks to fill the gap between managerial needs and technical expertise by bringing together topics from both analytics and substantive marketing areas. Adopting a learn-by-doing approach, the course provides students with hands-on training on simulating data-driven marketing decisions and formulating sound recommendations. The course seeks to help students improve their skills for effectively integrating knowledge, critical thinking, analytical problem solving, presentation of ideas, teamwork, leadership, and analytical tools for solving business problems.

Attributes: ASDM, BUAN, ISEL.

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 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 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 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.

Attribute: PMMA.

MKGB 77AP. Business Strategy Simulation. (3 Credits)

The design of this course is built upon a decision-making laboratory (DML) that creates a context-rich simulated business environment in which student teams manage simulated businesses. The course adopts a strategic orientation and promotes the synthesizing of knowledge conveyed through the curriculum with deliberate attention to marketing, accounting, finance, and management of organizations. The course also presents a means for practicing approaches to dealing with rapid and systemic change in a business environment. Students work in teams that have control over how they should organize—by function, by market, by product, etc. Each student team is assigned as the management team of a specific business enterprise in a realistic, safe, virtual industry/market environment. The bookends of the course are brief exercises called “From Reality to Lab” and “From Lab to Reality.”

Prerequisite: MKGB 6710.

MKGB 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: MKGB 6710.

MKGB 77AV. US/UK Sustainability Communication and Reporting. (3 Credits)

This course will enable students to develop a deeper understanding of the risks and opportunities of being a sustainable business and the similarities and differences of sustainable communications between companies in the U.S. and in the U.K. Students will have the opportunity to travel to the U.K. and hear directly from leaders of industry about the challenges they face when trying to identify, evaluate, and report the issues that will allow them to operate as a sustainable business. Students will research companies in the U.K. and the U.S. to compare and contrast how different companies are handling similar situations with a focus on how they are using the U.N. Sustainable Development Goals to evaluate risk exposure and to communicate to their stakeholders.

Prerequisite: MKGB 6710.

MKGB 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.

Prerequisite: MKGB 6710.

MKGB 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.

Prerequisite: MKGB 6710.

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 seeks to familiarize students with using data in marketing contexts and understand 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.

Attributes: ABEP, ASDM.

Prerequisites: (MKGB 6710 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.

Prerequisites: MKGB 6710 (may be taken concurrently) or 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 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 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.

Attributes: BUAN, ISEL.

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

This course provides students with hands-on training on how to build an effective analytics framework and deliver actionable data and analytics insights to marketing and advertising decision-makers and other stakeholders. The course teaches students how to transform data-driven findings into clear and actionable recommendations, and how to tailor them for marketing decision-makers. The topics include creating a learning agenda, crafting a measurement framework, selecting the appropriate tools and analysis techniques, designing human-friendly charts, graphs, and visuals, and taking complex analytical outputs and transforming them into a compelling narrative.

Prerequisite: MKGB 8701 (may be taken concurrently).

MKGB 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.

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

MKGB 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 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.

Prerequisite: MKGB 6710.

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

This course provides students with an in-depth analysis of best practices of advertising and branding strategies and the tools used to evaluate and improve brand strategies and campaigns. The class seeks to provide practical applications—translating research and analytical projects into marketing insights and actionable recommendations.

MKGB 8999. Independent Study. (1.5 to 3 Credits)