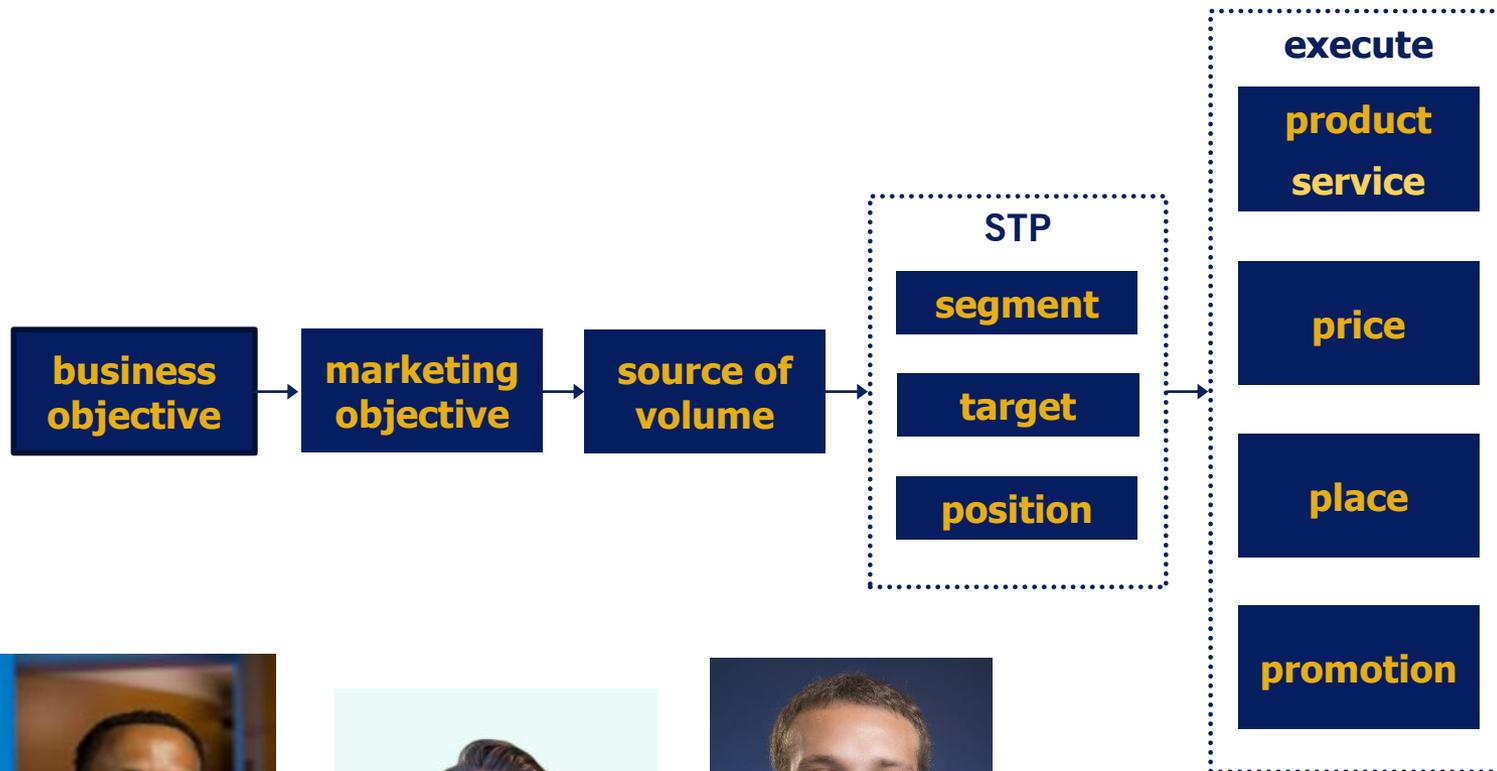


Marketing

BBA Core and Electives
2014-2015

June 2014

- MKT Core Overarching Framework (“The Big Picture”) and Faculty
- 2014-15 MKT Elective Schedule by Semester
- 2014-15 MKT Instructor Schedule
- 2014-15 MKT Elective Schedule by Semester and Instructor
- Individual Course Descriptions (Topics, Career)



David Wooten



Scott Rick



Eric Schwartz

2014-15 BBA MKT Electives by Semester

COURSE	TITLE	FALL 2014 A	FALL 2014 B	WINTER 2015 A	WINTER 2015 B
MKT 310	Fundamentals of Sales Management	• (2)		• (1)	
MKT 312	Retail Marketing Management			• (1)	
MKT 313	Consumer Behavior			• (1)	
MKT 315	International Marketing Management			• (1)	
MKT 316	Sensory Marketing				• (1)
MKT 322	Digital Marketing		• (1)		
MKT 407	Designing Persuasive Communication	• (1)		• (1)	
MKT 408	Pricing	• (1)			
MKT 411	Advertising Management			• (2)	
MKT 418	Marketing Research, Design, and Analysis	• (1)			
MKT 425	Innovation in New Products/ Services			• (2)	

(n) is number of sections

2014-15 BBA MKT Electives by Instructor

INSTRUCTOR	FALL 2014 A	FALL 2014 B	WINTER 2015 A	WINTER 2015 B
Anocha Aribarg		•(1)		
John Branch				•(1)
Katherine Burson				•(2)
Follett Carter		•(2)		•(1)
Aradhna Krishna		•(1)		•(1)
Tim O'Day		•(2)		
Rodger Olson				•(1)
S. Sriram				•(2)

(n) is number of sections

2014-15 BBA Marketing Electives (Semester + Instructor)

Fall 2014

- **M310** **Fundamentals of Sales Management**
Follett Carter (2 sections, 3 credits)
- **M322-B** **Digital Marketing**
Tim O'Day (1 section, 1.5 credits)
- **M407** **Designing Persuasive Communication**
Tim O'Day (1 section, 3 credits)
- **M408** **Pricing**
Aradhna Krishna (1 section, 3 credits)
- **M418** **Marketing Research and Design Analysis**
Anocha Aribarg (1 section, 3 credits)

Winter 2015

- **M310** **Fundamentals of Sales Management**
Follett Carter (1 section, 3 credits)
- **M312** **Retail Marketing Management**
Rodger Olson (1 section, 3 credits)
- **M313** **Consumer Behavior**
TBD (1 section, 3 credits)
- **M315** **International Marketing Mgmt.**
John Branch (1 section, 3 credits)
- **M316** **Sensory Marketing**
Aradhna Krishna (1 section, 1.5 credits)
- **M407** **Designing Persuasive Communication**
TBD (1 section, 3 credits)
- **M411** **Advertising Management**
Katherine Burson (2 sections, 3 credits)
- **M425** **Innovation in New Products/Services**
S. Sriram (2 sections, 3 credits)

Career Relevance

- Sales professionals
- Senior marketing executives
- Sales management executives
- Entrepreneurs
- Senior consultants and accounting firm partners
- General managers



Fall 2014 and Winter 2015

- **M310 Fundamentals of Sales Management**
Follett Carter (2 sections in Fall, 1 in Winter, 3 credits)
- **Topics:**
 - ~ Selling as a profession in the business to business world
 - ~ Sales call structure
 - ~ Training on a sales program
 - ~ Interpersonal sales skills training
 - ~ Sales management goals and productivity
 - ~ Sales force organization
 - ~ Sales personnel recruiting and training
 - ~ Compensation and motivation
 - ~ Sales process
 - ~ Automation tools for sales: SFA and CRM
 - ~ In-field sales management assignment

Career Relevance

The purpose of this course is to prepare you for positions in today's organizations by:

- Providing you with knowledge of international marketing concepts and theories
- Giving you both the skills and the opportunity to apply these international marketing concepts and theories in a variety of organizational, industrial, and cultural contexts



Winter 2015

- **M315 International Marketing Mgmt.**
John Branch (1 section, 3 credits)

The course begins by introducing the two imperatives of international marketing: the strategic imperative and the cultural imperative. It then explores more deeply the role of culture in international marketing. The course continues by introducing a strategic framework for international marketing management, proceeding in a step-wise manner through this framework, and emphasizing the activities of:

- ~ Internationalization candidate market selection
- ~ International marketing research
- ~ International marketing strategies
- ~ Internationalization modes
- ~ International segmentation, targeting, and positioning
- ~ The international marketing mix

Career Relevance

- Marketing managers
- Retail and channel managers: CPG and industrial
- Consultants
- Entrepreneurs
- Service, media, entertainment industry managers



Winter 2015

- **M316 Sensory Marketing**
Aradhna Krishna (1 sections, 1.5 credits)

Sensory marketing is a very rapidly growing field within marketing and Professor Krishna is one of its pioneers. Sensory marketing focuses on sub-conscious triggers that make people buy. This course is the first one on the subject, and is taught exclusively at the Ross School of Business during the winter term. Through in-class demonstrations and experiments, the class will examine the manner in which a products' look, feel, taste, sound, and smell contribute to how it is perceived, and how people respond to it. For instance, while certain colors have been copyrighted for a long time (i.e. Tiffany blue), smells are only recently being copyrighted (e.g., a grass smell for a specific brand of tennis balls); presumably, this unique smell gives some advantage to a brand. However, the exact effect of a 'signature scent' for a brand is not well understood by practitioners. This unique course will explore all five senses in depth, and will provide students with a new and deeper understanding of sensory marketing and perception.

Fall 2014

- **M322-B Digital Marketing**
Tim O'Day (1 section, 1.5 credits)
- **Topics:**
 - ~ Overview of how the media revolution has impacted the marketing world and advertising industries
 - ~ How to find creative insights and develop a digital creative strategy
 - ~ Considerations of widely-used digital approaches, including search engine marketing, display ads, social media sites, blogs and reviews, mobile marketing, as well as “what’s next”.
 - ~ How to analyze digital marketing ideas and present a cogent persuasive point-of-view.
 - ~ How to develop and present digital-based marketing ideas to solve a “live” business problem.

Career Relevance

- **Brand managers (CPG, industrial, services)**
- **Advertising client managers**
- **Advertising agency manager**
- **Media executives**
- **Managers responsible for marketing and advertising**
- **Digital Agency Managers**
- **Entrepreneurs**



Career Relevance

- Advertising Executives
- Client Marketing Executives
- Agency Account, Creative, Media and Planning Executives.
- Marketing and Advertising Researchers
- Web-based Digital, Social, Community & Content Marketing Managers
- Public Relations Executives
- Film and Broadcast Producers
- Consultants and Entrepreneurs



Fall 2014

- **M407 Designing Persuasive Communication**
Tim O'Day (Retired EVP, Leo Burnett Co.)
(1 section, 3 credits)
- **Topics:**
 - Reviewing the elements that make personal and commercial (e.g. advertising) communication persuasive
 - Exploring how principles of persuasion can impact our daily lives
 - Learning a new format for creative strategy that can form the foundation of a persuasive idea
 - Exploring the latest in-market practices on persuasion from experts in insights, ideas, creative executions and media placement
 - Learning the key elements of a persuasive pitch and a simple process that will help you get there
 - Working individually and in small and medium-size teams, preparing and presenting background, strategies, ideas and executions to audiences including students, the professor, and actual clients
 - Debriefing and discussing elements that worked in those presentations (and those that didn't)

Fall 2014

Career relevance

- **M408 Pricing Strategy and Tactics**

Aradhna Krishna (1 section, 3 credits)

The course focuses on capturing the value created by the product, promotion, and distribution. It uses both qualitative (consumer psychology) and quantitative (statistics) techniques.

- **Topics:**

- ~ Determine the proper role of costs in pricing
- ~ Calculate the value of a product or service to different customer segments
- ~ Understand the psychological impact of pricing on customer judgments and behavior
- ~ Estimate demand and price sensitivity in the marketplace
- ~ Identify and develop opportunities for price customization
- ~ Integrate pricing into an overall marketing action plan

Pricing is NOT safe in the hands of marketers alone. It should have input from finance, accounting, and sales personnel. We take a general management perspective and learn the concepts, theory, and latest thinking bearing on the key issues in pricing.

- **Marketing managers (CPG, industrial, services)**
- **Channel managers: CPG and industrial**
- **Consultants**
- **Finance and accounting managers**
- **Entrepreneurs**
- **Service, media, entertainment industry managers**



Career Relevance

- Brand management (CPG, industrial, services)
- Advertising agencies: account executives, account planning, media planners, researchers
- Digital/social marketing managers
- General manager of companies utilizing advertising



Winter 2015

- **M411 Advertising Management**
Katherine Burson (2 sections, 3 credits)
- **Topics:**
 - ~ Integrated marketing communications framework
 - ~ Selecting target consumers
 - ~ Setting communications objectives
 - ~ Evaluating creative alternatives
 - ~ Advertising testing
 - ~ Media planning: traditional and non-traditional, including digital media
 - ~ Advertising research
 - ~ Promotions

Fall 2014

- **M418 Marketing Research and Design Analysis**

Anocha Aribarg (1 section, 3 credits)

- **Topics:**

- ~ Introduction to the marketing research process
- ~ Linking data to managerial decision making
- ~ Qualitative research
- ~ Measuring customer life time value
- ~ Questionnaire design
- ~ Data analysis for survey research
- ~ Data analysis for syndicated (e.g., ACNielsen SCANTRAK and consumer panel) data
- ~ Marketing experiments and test markets
- ~ Introduction to discrete choice models and conjoint analysis
- ~ Segmentation techniques (factor and cluster analyses)

Career Relevance

- **Brand management (CPG, industrial, services)**
- **Consumer insights (CPG, industrial, service)**
- **Consulting**
- **Entrepreneurship**
- **Advertising agencies**
- **Non-profit marketers and general managers**
- **Investment Banking**



Career Relevance

- **Brand manager: CPG, industrial, and services**
- **Innovation managers**
- **Consultants**
- **Entrepreneurs**



Winter 2015

- **M425 New Product Innovation Management**
S. Sriram (2 sections, 3 credits)
- **Topics:**
 - ~ Creativity tools for idea generation for new products
 - ~ Concept development and testing
 - ~ Sales forecasting techniques for new products
 - ~ Test marketing /prediction markets
 - ~ Organizing for innovation
 - ~ Stages/gates system for new product development and commercialization