Overview

- MKT Full-time MBA Core Overarching Framework ("3C-STP-4P") and Faculty
- 2015-16 MKT Elective Schedule by Semester
- 2015-16 MKT Instructor Schedule
- 2015-16 MKT Elective Schedule by Semester and Instructor
- Individual Course Descriptions (Topics, Career)
2015-16 Full-time MBA MKT Core

Customer → Company

Competition

Strategy
- Segmentation
- Targeting
- Positioning

Product → Price → Promotion → Place (distribution)

Kanishka Misra

Yesim Orhun
## 2015-16 MBA MKT Electives by Semester

<table>
<thead>
<tr>
<th>COURSE</th>
<th>NAME</th>
<th>FALL 2015</th>
<th>FALL 2015</th>
<th>WINTER 2016</th>
<th>WINTER 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 603</td>
<td>Strategic Brand Management</td>
<td></td>
<td><em>(3)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT 608</td>
<td>Pricing Strategy and Tactics</td>
<td></td>
<td><em>(2)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT 609</td>
<td>Basics of Sales Management</td>
<td></td>
<td></td>
<td><em>(1)</em></td>
<td></td>
</tr>
<tr>
<td>MKT 611</td>
<td>Advertising Management</td>
<td><em>(1)</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT 613</td>
<td>Consumer Behavior</td>
<td></td>
<td><em>(2)</em></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>MKT 614</td>
<td>Social Marketing</td>
<td></td>
<td></td>
<td><em>(1)</em></td>
<td></td>
</tr>
<tr>
<td>MKT 615</td>
<td>International Marketing Management</td>
<td></td>
<td></td>
<td><em>(1)</em></td>
<td></td>
</tr>
<tr>
<td>MKT 618</td>
<td>Marketing Research and Design Analysis</td>
<td><em>(2)</em></td>
<td></td>
<td><em>(1)</em></td>
<td></td>
</tr>
<tr>
<td>MKT 623</td>
<td>Service Marketing Management</td>
<td></td>
<td></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>MKT 624</td>
<td>Co-Creation of Value</td>
<td></td>
<td></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>MKT 625</td>
<td>Innovation in New Products/ Services</td>
<td><em>(1)</em></td>
<td></td>
<td><em>(1)</em></td>
<td></td>
</tr>
<tr>
<td>MKT 630</td>
<td>Models for Marketing Decisions: Marketing</td>
<td></td>
<td></td>
<td></td>
<td><em>(3)</em></td>
</tr>
</tbody>
</table>

*(n) is number of sections*
### 2015-16 MBA MKT Instructor Schedule

<table>
<thead>
<tr>
<th>INSTRUCTOR</th>
<th>FALL 2015 A</th>
<th>FALL 2015 B</th>
<th>WINTER 2016 A</th>
<th>WINTER 2016 B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anocha Aribarg</td>
<td></td>
<td><em>(2)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rajeev Batra</td>
<td></td>
<td><em>(3)</em></td>
<td></td>
<td><em>(2)</em></td>
</tr>
<tr>
<td>John Branch</td>
<td><em>(1)</em></td>
<td></td>
<td><em>(2)</em></td>
<td></td>
</tr>
<tr>
<td>Katherine Burson</td>
<td></td>
<td><em>(1)</em></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>Follett Carter</td>
<td></td>
<td></td>
<td><em>(1)</em></td>
<td><em>(3)</em></td>
</tr>
<tr>
<td>Fred Feinberg</td>
<td><em>(2)</em></td>
<td></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>Aradhna Krishna</td>
<td><em>(2)</em></td>
<td></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>Michael Metzger</td>
<td></td>
<td></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>Venkat Ramaswamy</td>
<td><em>(1)</em></td>
<td></td>
<td></td>
<td><em>(1)</em></td>
</tr>
<tr>
<td>Scott Rick</td>
<td><em>(2)</em></td>
<td></td>
<td></td>
<td><em>(2)</em></td>
</tr>
<tr>
<td>S. Sriram</td>
<td></td>
<td><em>(2)</em></td>
<td></td>
<td><em>(2)</em></td>
</tr>
</tbody>
</table>

*(n) is number of sections*
2015-16 MBA Marketing Electives (Semester + Instructor)

- **M603B** Strategic Brand Management  
  Rajeev Batra (3 sections, 2.25 credits)
- **M608** Pricing Strategy and Tactics  
  Aradhna Krishna (2 sections, 3 credits)
- **M611** Advertising Management  
  Katherine Burson (1 section, 2.25 credits)
- **M618** Marketing Analytics  
  Anocha Aribarg (2 sections, 3 credits)

- **M609A** Basic Sales Management  
  Carter Follett (1 section, 1.5 credits)
- **M613A** Consumer Behavior  
  Scott Rick (2 sections, 1.5 credits)
- **M614B** Social Marketing  
  Michael Metzger (1 section, 1.5 credits)
- **M615A** International Marketing Mgmt.  
  John Branch (1 section, 1.5 credits)
- **M623A** Service Marketing Management  
  John Branch (1 section, 1.5 credits)
- **M624** Co-Creation of Value  
  Venkat Ramaswamy (1 section, 3 credits)
- **M625AB** Innovation in New Products/Services  
  S. Sriram (2 sections, 2.25 credits)
- **M630-B** Models for Marketing Decisions: Marketing Engineering  
  Fred Feinberg (3 sections, 2.25 credits)
MBA Marketing Electives F2015-W2016

• M603-B  Strategic Brand Management
  Rajeev Batra (3 sections, 2.25 credits)

• Topics:
  – Payoff from building strong brands
  – Conditions when brands matter most
  – How to build strong brands: framework and roadmap
  – Strategies and tactics to build each component of brand equity: awareness, identity, quality and leadership reputation, brand associations, loyalty
  – Leveraging brand strength via brand extensions
  – Brand architecture and portfolios
  – Brand valuation for acquisition plus ROI assessment

• Brand management (CPG, industrial, and services)
• Advertising
• E-marketing
• Consulting
• Hi-Tech
• General Management
• Entrepreneurs
MBA Marketing Electives F2015-W2016

• M608   Pricing Strategy and Tactics
  Aradhna Krishna (2 sections, 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
• Channel managers: CPG and industrial
• Consultants
• Finance and accounting managers
• Entrepreneurs
• Service, media, entertainment industry managers
MBA Marketing Electives F2015-W2016

Career Relevance

• Sales professionals
• Senior marketing executives
• Sales management executives
• Financial Executives
• Entrepreneurs
• Senior consultants and accounting firm partners
• General managers

Winter 2016

• M609A  Basic Sales Management
  Follett Carter (1 sections in Winter, 1.5 credits)

• Topics:
  ~ Selling as a profession in the business to business world
  ~ Customer Interface Strategies and Selling Effectiveness
  ~ Creating a Sales Dynasty
  ~ Beating the Sales Plan – the Productivity Keys
  ~ Managing for Success – the Process Keys
  ~ The Pursuit of World-Class Performance
MBA Marketing Electives F2015-W2016

**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

**Fall 2015**

- **M611 Advertising Management**
  Katherine Burson (2 sections, 2.25 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
MBA Marketing Electives F2015-W2016

Career Relevance

• Brand Management
• Business Development
• Innovation Practice
• Consumer Insights & Market Knowledge
• Consulting
• Advertising
• Public Policy

MBA Marketing Electives F2015-W2016

Winter 2016

• M613-A Consumer Behavior
  Scott Rick (2 sections, 1.5 credits)

• Topics:
  ▪ Consumer research methodology
  ▪ Motivation and goal pursuit
  ▪ Memory and information processing
  ▪ Measuring and changing attitudes
  ▪ Judgment and decision making
  ▪ Behavioral economics
  ▪ Social influence and persuasion
  ▪ “Sticky” ideas and the sharing of information
**MBA Marketing Electives F2015-W2016**

### Career Relevance

- Non-profit marketing
- Brand and product managers interested in CSR
- International Development and NGOs
- Public policy, Social work and Education
- Public health marketing, Environmental marketing
- Advertising and Public relations
- Marketing consulting

### Winter 2016

- **M614-B Social Marketing**  
  Michael Metzger (1 section, 1.5 credits)
- **Topics:**
  - Social marketing defined
  - Social problems and behavioral change
  - Creating and framing the social change agenda
  - Setting priorities and strategic planning process
  - Social marketing research needs and resources
  - Selecting target audiences, objectives and goals
  - Designing the communication strategy and media
  - Developing a detailed social marketing campaign
  - Developing an evaluation and monitoring plan

This course will study social marketing campaigns implemented across diverse social change agenda from public health and safety (e.g. HIV prevention, gun safety, childhood obesity, etc.) to other major public policy initiatives common to governments and NGOs (e.g. climate change, conservation, water quality, literacy, community science, women in engineering and technology, etc.).

The course will also address more local social change agenda common to social sector non-profits (e.g. public health screening, water conservation, blood drives, etc.), including social marketing campaign design and implementation.
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

M615-A       International Marketing Mgmt.
John Branch (1 section, 1.5 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
MBA Marketing Electives F2015-W2016

• M618  Marketing Research
  Anocha Aribarg (2 sections, 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)

  • Brand management (CPG, industrial, services)
  • Consumer insights (CPG, industrial, service)
  • Consulting
  • Entrepreneurship
  • Advertising agencies
  • Non-profit marketers and general managers
  • Investment Banking
The purpose of this course is to prepare you for positions in today's organizations by:

- Sensitizing you to the characteristics which distinguish goods and services
- Identifying the unique strategic challenges of services
- Providing you with a new set of tools for managing these strategic challenges

• M623-A  Service Marketing Management
  John Branch (1 sections, 1.5 credits)

The course begins by exploring the service economy, essentially trying to convince you of the importance of services. It then defines services, highlighting in particular the unique characteristics which distinguish goods and services (presented as the 4 Is), and identifying the corresponding strategic challenges which result from these characteristics. The course proceeds with a more detailed examination of each of the 4 Is, and develops a new set of tools for managing these strategic challenges. The course concludes by predicting the future of services and discussing the implications for marketing and management.
• For all individuals in any type of enterprise in the private, social, and public sectors

• M624 Co-Creation of Value
  Venkat Ramaswamy (1 section, 3 credits)

• Topic:
  Interactions are the new locus of value creation, propelled by Internetworking and the forces of digitization, ubiquitous connectivity, globalization, social media, and new communications and information technologies. The future of value creation in enterprise, economy and society lies in a co-creation of value through interactions. The goal of this course is to expose you to a co-creation paradigm of interactional value creation, whose practice will be discussed through numerous examples in the course, spanning a wide range of situations, sectors, and industries globally. In this paradigm, co-creation of value is seen as interactional value creation enacted through platforms of engagements, emergent from ecosystems of capabilities, and embodied in domains of experiences. Co-creational thinking and practice expands value creation through a “win more—win more” approach. Co-creational enterprises organize value creational activities and interactional offerings, together with stakeholding individuals as experiential value co-creators, to expand wealth-welfare-wellbeing in enterprise, economy and society.
• Brand/Product manager: CPG, industrial, technology, and services

• Innovation managers

• Consultants

• Entrepreneurs

• M625 New Product & Innovation Management
  S. Sriram (2 sections, 2.25 credits)

• Topics:
  ~ Creativity and idea generation for new products
  ~ Concept development and testing
  ~ Sales forecasting techniques for new products
  ~ Commercialization of innovation
MBA Marketing Electives, F2015-W2016

• Brand management (CPG, Industrial, Services, Web)
• E-marketing
• Marketing research
• New product planning
• High-level consulting
• Anywhere analytics matters

• M630-B  Models for Marketing Decisions: Marketing Engineering
   Fred Feinberg (3 sections, 2.25 credits)

• Topics:
  ~ **Main Idea:** Linking Data to Marketing Actions via Analytics; *getting at ROI*
  ~ Segmentation and targeting
  ~ Clustering and discriminant analysis
  ~ Positioning, perceptual maps and MDS
  ~ Scanner panel data, Nielsen and IRI
  ~ Forecasting (e.g., Bass Model)
  ~ Latent class analysis (some “Bayesian”)
  ~ Discrete choice models
  ~ Conjoint analysis (choice-based)
  ~ Other “advanced methods” for data-driven marketing analytics