Overview

- MKT Core Overarching Framework ("The Big Picture") 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 BBA MKT Core

business objective → marketing objective → source of volume → execute

STP
- segment
- target
- position

place
price
promotion

David Wooten  Scott Rick  Eric Schwartz  Carolyn Yoon
<table>
<thead>
<tr>
<th>COURSE</th>
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<th>FALL 2015</th>
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BBA Marketing Electives F2015-W2016

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

• 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

- Any manager in the retail industry
  - General Manager
  - Sales Manager
  - Merchandising Manager
  - Marketing Manager
- Entrepreneurs
- Small Business Owners

Winter 2016

M312 Retail Sales Management
Rodger Olson (1 section Winter, 3 credits)

Topics:
- Selling!
- Retail strategy
- Customer service
- Building a business
- Selecting a retail location
- Pricing
- Retail employees:
  - Hiring
  - Training
  - Retaining
- Retail compliance
• M322-A  Digital Marketing
  Tim O’Day (1 section, 1.5 credits)

  Topics:
  ~ Marketing in a digital world
  ~ 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, mobile marketing, as well as the newest tools
  ~ How to analyze digital marketing ideas and present a cogent persuasive point-of-view
  ~ Term project involves developing and presenting digital-based marketing ideas to solve a “live” business problem in front of a real client

• Brand managers (CPG, industrial, services)
• Advertising account, creative, media, and planning executives
• Media executives
• Managers responsible for marketing and advertising
• Web-based digital, social, community, and content marketing managers
• Consultants and entrepreneurs
• 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

• M407 Designing Persuasive Communication
  Tim O'Day (Retired EVP, Leo Burnett Co.)
  (1 section, 3 credits)

  Topics:
  • From the perspective of a 25-year advertising executive, 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)
BBA Marketing Electives F2015-W2016

• **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
BBA 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

- 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

[Image of Katherine Burson]
• **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
  – Questionnaire design
  – Data analysis for survey research
  – Data analysis for syndicated (e.g., ACNielsen SCANTRAK and consumer panel) data – market response modeling
  – Marketing experiments and test markets
  – Conjoint analysis
  – Search engine marketing (SEM) and social media analytics

• **Brand management (CPG, industrial, services)**

• **Consumer insights (CPG, industrial, service)**

• **Consulting**

• **Entrepreneurship**

• **Advertising agencies**

• **Non-profit marketers and general managers**

• **Investment Banking**
BBA Marketing Electives F2015-W2016

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

**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