MKT 525
Consumer Behavior

You Should Take This Class If you:
- Want to understand mental processes and decisions along the customer journey that affect the company (e.g., attention to messages, categorization of new product offerings, attitude towards the product offering, search and information acquisition, etc.
- Want to understand research tools that allow marketers to analyze these processes (e.g., Zmat, perceptual map, sorting tasks, etc.)
- Want to how to develop tools and interventions with the goal of changing consumer behavior (e.g., nudges, choice architecture, persuasion tools, etc.)
- Want to pursue a career as Customer Experience Manager, Consumer Insights Managers, Experience Consulting, Product Manager, Customer Engagement Manager; Customer Strategy Manager, Customer Marketing Manager

Course Description:
Any business begins and ends with the consumer — from recognizing needs to ensuring post-purchase satisfaction. Without a consumer, there is no company!! In this course, you will enhance your understanding of how and why people consider, choose, use, and evaluate goods and services. While all of us are consumers, our intuitions about our own behavior as well as that of others are often vastly inaccurate. In this class, we will base our discussion on empirical insights and theories developed in marketing and other behavioral sciences to better predict how consumers will respond to different marketing activities.

Instructor: Dennis Schorr

MKT 530
New Product Development

You Should Take This Class If you:
- Bringing the voice of the customer into the development of new products, services, and experiences
- Applying strategic analyses to identify opportunities for new products, services, and experiences
- Using creativity, collaboration with outside parties, and crowdsourcing to develop new innovations
- Testing and refining new product concepts and prototypes
- Incorporating human-centered design into the development of new products, services, and experiences
- Predicting the adoption and diffusion of new technologies
- Forecasting the sales of new products
- Adapting products for global markets
- Developing a marketing plan for launching new products, services, and experiences

Course Description:
In this course, you will learn how to identify new product and service opportunities and generate new concepts, how to test customer reactions to new product ideas and predict demand, and how to develop a marketing program for launching new products and services. A variety of cases and examples of new product development will be analyzed in a variety of different companies and industries, including consumer packaged goods, service offerings, high technology products, and entertainment. You will develop and test a new product or service idea in a hands-on group project.
Instructor: Larry Vincent
MKT 533
Branding Strategy

You Should Take This Class If you:
• Want to become an impactful leader of brand management in your own business
• Want to create not only a short-term but also a long-term value of your brand in your organization
• Want to develop a fundamental framework of brand management strategy that is applicable to diverse marketing contexts in the digital age

Course Description:
This course examines three tasks of the digital age brand management: (1) introduction task (creating brand admiration), (2) elaboration task (strengthening brand admiration), and (3) leveraging task (expanding the scope of brand business). These three tasks are sequentially discussed in the digital context to form a coherent whole. These three tasks are designed to help students develop a framework of the brand strategy in their own areas of interest.

Instructor: Sasha Strauss

MKT 543
Marketing Demand and Sales Forecasting

You Should Take This Class If you:
• Want to learn quantitative techniques and analytical tools that provide insight into the nature of consumer demand and its response to changes in the marketing mix.
• Want to apply these methods to improve forecast accuracy and gain a better understanding of customers and markets
• Want to develop a framework to make more effective and efficient marketing decisions

Course Description:
This course will familiarize you with several advanced, quantitatively oriented marketing tools that enhance demand forecasting ability and marketing decision-making. I will provide extensive experience in using these tools through computer exercises (i.e., dirtying your hands with the data). Most of the analysis will require you to use spreadsheet based tools such as regression analysis.

Instructor: S. Siddarth
MKT 555
Marketing Channels

You Should Take This Class If you:
• Want to learn basic principles of organizing and managing marketing distribution channels
• Want to apply these principles to actual firm situations
• Wish to learn, analyze, evaluate, and make decisions relating to distribution channel management

Course Description:
MKT 555 focuses on managerial decision making. That is, what decisions managers must make in organizing and managing channels of distribution. The class is designed for any MBA, whatever the emphasis. It is most pertinent to marketing majors and aspiring business owners.

Instructor: Gary Frazier

MKT 556
Internet Marketing

You Should Take This Class If you:
• Want to learn what constitutes a digital strategy
• Want to learn all the tactics that make up digital strategy for both B2C and B2B markets, including the latest tactics
• Want to pursue a career in any industry that has integrated digital marketing into their overall marketing plan

Course Description:
The purpose of this course is to introduce you to the most current tactics, applications, and trends in digital marketing. Students finish the course with the skills of knowing the analysis, all of the tactics and metrics of digital marketing and how they fit together into a complete digital marketing plan. Students who take the course are prepared for jobs as Director of Digital Strategy or in any job that interfaces with the digital team in a company. Students are assessed by 2 exams and a group project network. We will also explore how the firm can listen, engage and promote to customers using social media

Instructor: Allen Weiss
MKT 560
Marketing Strategy

You Should Take This Class If you:
• Desire to become a marketing strategist, consultant or marketing manager;
• Want to create imaginative and effective marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives;
• Want to experience how marketing executives from high profile companies, such as Amazon, Google, Riot Games, MGM Resorts International, Jakks Pacific, CBRE and The Walt Disney Studios, have developed and implemented marketing strategies that have increased their sales and profitability and achieved sustainable, competitive advantages.

Course Description:
The development and execution of successful marketing strategies are essential to capitalize on opportunities and resolve issues that challenge a variety of domestic and global business spanning multiple industries. This course is designed for students who are now seeking to expand their knowledge and capabilities in the more advanced discipline of marketing strategy and apply marketing strategy tools and frameworks in the development of a marketing strategic plan.

Instructor: Diane Badame

MKT 566
Marketing Analytics

You Should Take This Class If you:
Are interested in making intelligent and critical use of marketing data. Students will enhance his/her marketability as
• Marketing/Business Analyst
• Consultant or Market Strategist
• Brand or Product Manager

Course Description:
This course is aimed at familiarizing students with data-driven marketing strategies. The class takes a very hands-on approach with a combination of lectures, cases, and exercises. Student will be able to enhance his/her marketability as a marketing/business analyst, as well as his/her competency to interact with and manage a marketing/business analytics team.

Instructor: Kalinda Ukanwa, Anthony Dukes
MKT 567
Marketing Metrics for Business Decisions

You Should Take This Class If you:
- Want to apply, develop and interpret Marketing Metrics through case studies, data sets, in class exercises and industry speakers
- Want to develop data visualization analysis techniques (in Tableau) to build metrics and dashboards
- Want to examine the link between Marketing Metrics and the Sales and Finance functions

Course Description:
Most entry and mid-level jobs where the student will translate reports/metrics to a business narrative/decision. It should prove useful to both Marketers and Consultants.

Instructor: Dinesh Puranam