MARKETING AREA

FTMBA Core and Electives
2013-14
(version Oct. 2013)

2013-14 FT-MBA Marketing Curriculum

* = Experiential ‘Lab’ Course
# 2013-14 FT-MBA MKT Courses by Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Fall 2013</th>
<th>Spring 2014</th>
<th>Summer 2014</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>B540</td>
<td>Marketing Management</td>
<td>(3)</td>
<td>(1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B542</td>
<td>Market Intelligence &amp; Cust. Insights</td>
<td>(2)</td>
<td></td>
<td></td>
<td>Day and evening</td>
</tr>
<tr>
<td>B543</td>
<td>Digital Mktg &amp; Soc Media Strategy</td>
<td>(2)</td>
<td></td>
<td></td>
<td>Day and evening</td>
</tr>
<tr>
<td>B544</td>
<td>Mktg Analytics Consultancy (MP)</td>
<td>(1)</td>
<td></td>
<td></td>
<td>Mgmt Practice elective</td>
</tr>
<tr>
<td>B546</td>
<td>Integrating Mktg Communications</td>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B547</td>
<td>Product &amp; Brand Management</td>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B548</td>
<td>Sales &amp; Business Development</td>
<td>(1)</td>
<td></td>
<td></td>
<td>Evening only</td>
</tr>
<tr>
<td>B549</td>
<td>Mktg Strategy Consultancy (MP)</td>
<td>(1)</td>
<td></td>
<td></td>
<td>Mgmt Practice elective</td>
</tr>
<tr>
<td>B641</td>
<td>Marketing Seminar (global)</td>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>B646</td>
<td>Consumer Behavior</td>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B648</td>
<td>Channel Strategy &amp; B2B</td>
<td>(1)</td>
<td></td>
<td></td>
<td>(also have a Dec/Jan ACE)</td>
</tr>
<tr>
<td>B649</td>
<td>Marketing Strategy &amp; CRM</td>
<td>(1)</td>
<td></td>
<td></td>
<td>Evening only</td>
</tr>
<tr>
<td>B571R/671R</td>
<td>Syndicated Data Analysis (module)</td>
<td>(1)</td>
<td></td>
<td></td>
<td>Mid-semester module</td>
</tr>
</tbody>
</table>

*(n) denotes number of sections*
### Class of 2014, 1-Year Program

#### Q: What should my schedule look like if I want as much Marketing depth as possible?

<table>
<thead>
<tr>
<th>Fall 2013</th>
<th>Spring 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. B543 Digital Mktg &amp; Social Media Strategy</td>
<td>B542 Market Intelligence and Customer Insights</td>
</tr>
<tr>
<td>2. B546 Integrated Marketing Communications</td>
<td>B544 Marketing Analytics Consulting</td>
</tr>
<tr>
<td>3. B641 Marketing Seminar (Global)</td>
<td>B547 Product and Brand Management</td>
</tr>
<tr>
<td>5. B649 Marketing Strategy &amp; CRM</td>
<td>B548 Sales and Business Development OR Managerial Accounting</td>
</tr>
<tr>
<td>Mid-sem module</td>
<td>B671R Syndicated Data Analysis OR International Travel Module</td>
</tr>
</tbody>
</table>

#### Q: I am on the finance or consulting tracks. What marketing electives should I consider?

<table>
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<tr>
<th>Fall 2013</th>
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<tbody>
<tr>
<td>B543 – digital marketing tools &amp; strategies</td>
<td>B542 – tools for market analysis</td>
</tr>
<tr>
<td>B641 – mktg perspective on contemporary global problems</td>
<td>B547 – broad-based knowledge of product/brand strategies and tactics</td>
</tr>
<tr>
<td>B649 – strategic overview of mktg; tools for valuing customers</td>
<td>B648 – strategies for accessing markets</td>
</tr>
<tr>
<td>Mid-sem module</td>
<td>B671R – lab course with speakers; tools to analyze syndicated data</td>
</tr>
</tbody>
</table>

### Class of 2015, 2-Year Program

#### Q: What should my spring 2014 (spring of the first year) schedule look like so I am competitive for a full-time job offer at the end of my marketing internship?

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1.</td>
<td>B542 Market Intelligence and Customer Insights</td>
</tr>
<tr>
<td>2.</td>
<td>B547 Product and Brand Management</td>
</tr>
<tr>
<td>3. (MP)</td>
<td>B549 GMSC (MP) OR B544 Marketing Analytics Consulting (MP)</td>
</tr>
<tr>
<td>5.</td>
<td>B513 Managerial Accounting OR Elective</td>
</tr>
<tr>
<td>Mid-sem module</td>
<td>B571R Syndicated Data Analysis OR International Travel Module</td>
</tr>
</tbody>
</table>
Q: What should my schedule look like so I am competitive for a career in marketing?

### Spring 2014
1. B542 Market Intelli. and Cust. Insights
2. B547 Product and Brand Management
3. B549 GM63C (MP) OR B544 Mktg Analytics Consul. (MP)
5. B513 Managerial Accounting OR Elective

### Fall 2014
1. B649 Marketing Strategy & CRM
2. B343 Digital Mktg & Soc. Media Strategy
3. B641 Marketing Seminar
4. B546 Integrated Mktg Communications
5. B646 Consumer Behavior

### Spring 2015
1. Elective OR B548 Sales and Bus. Development
2. Elective OR B648 Channel Strategy & B2B
3. Elective OR B513 Managerial Accounting
4. Elective
5. B671R Syndicated Data Analysis OR International Travel Module

Q: I am on the finance or consulting tracks. What marketing electives should I consider?

### Spring 2014
2. B547 Product and Brand Management
4. B641 Marketing Seminar
5. Elective

### Fall 2014
1. B649 Marketing Strategy & CRM
2. B343 Digital Mktg & Soc. Media Strategy
3. Elective
4. Elective

### Spring 2015
1. Elective OR B548 Sales and Bus. Development
2. Elective OR B648 Channel Strategy & B2B
3. Elective OR B513 Managerial Accounting
4. Elective
5. B671R Syndicated Data Analysis OR International Travel Module

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### FT-MBA Marketing Core

- **Analyze**
  - Context
  - Company
  - Collaborators
  - Customers
  - Competitors

- **What Should You Do?**
  - STP
    - Segment
    - Target
    - Position

- **How Should You Do It?**
  - Execute
    - Product
    - Price
    - Place
    - Promotion

- **Evaluate**
  - Ed Leonard
  - Manish Tripathi
B542
Marketing Intelligence and Customer Insights

Career Relevance
- Brand management (CPG, industrial, services)
- Consumer insights
- Consulting
- Entrepreneurship
- Advertising agencies
- Digital marketing
- General managers
- Investment banking

Spring 2014 (day & eve)
Topics
- The market research process
- Linking data to managerial decision making
- Survey design; Data analysis for survey research
- Data analysis for syndicated research (e.g., ACNielsen SCANTRAK)
- Marketing experiments and test markets
- Segmentation techniques (factor and cluster analysis)

B543
Digital Marketing & Social Media Strategy

Fall 2013 (day & eve)
Topics
- Web metrics and analytics
- Recommendation systems
- Online advertising
- Experimentation
- Social media
- Mobile

Career Relevance
- Digital marketing
- Media planning and creative strategy
- Marketing analytics
- Integrated marketing communications
- Social media marketing
- Search engine marketing
B544
Marketing Analytics Consulting (MP)

Career Relevance

- Marketing management
- Consulting
- General management
- Entrepreneurs
- Customer insights

Spring 2014 (day)
Overview
Provide a context for students to deploy state-of-the-art analytical techniques, tools, concepts, and theories to real world problems. The key benefits will be gaining practice and insights, experience data, and create value for firms.

This is a Management Practice elective.

B546
Integrated Marketing Communications

Fall 2013 (day)
Overview
Students develops expertise in the IMC process of planning, developing executing, evaluating and controlling the use of various promotional mix elements to effectively communicate with target audiences.

Career Relevance

- Brand management (CPG, industrial, services)
- Advertising agencies: account executives, media planners, researchers
- Digital marketing
- General managers of companies utilizing advertising
### B547  
**Product and Brand Management**

#### Career Relevance
- Brand management (CPG, industrial, services)
- Mktg Communications
- Digital marketing
- Consulting
- Entrepreneurs
- Hi-tech

#### Spring 2014 (day)

**Topics**
- Creating, maintaining, and managing brand equity
- Segmentation strategies
- Media creative and media planning
- Pricing strategies and tactics
- Brand analytics
- Sales forecasting
- Develop and implement a brand plan over a (simulated) 10-period horizon.

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### B548  
**Sales and Business Development**

#### Career Relevance
- Customer business development
- Sales and key account management
- Consulting
- Entrepreneurs
- Investment banking and professional services

#### Spring 2014 (evening)

**Topics**
- The selling process and personal selling
- Sales management and sales operations
- Business development and selling into a channel of distribution.
Goizueta Marketing Strategy Consultancy (MP)

**B549**

**Career Relevance**
- Consulting
- Marketing management
- General management
- Customer insights

**Spring 2014 (day)**

Overview
GMSC partners teams of dedicated MBAs with industry leaders from sponsor organizations to provide customized marketing solutions to significant marketing challenges. The course culminates with a final presentation made to 100+ business managers.

Students learn tools to solve marketing problems while building strong client-management and presentation skills, enabling them to succeed in their internships and broader careers.  
*This is a Management Practice elective.*

Marketing Seminar (global)

**B641**

**Career Relevance**
- Consulting
- General management
- Brand management (CPG, industrial, services)
- Global business
- Entrepreneurs
- Hi-tech

**Fall 2013 (day)**

Topics
- Analysis of the marketing implications of contemporary problems facing business today
- Topics change each semester. Recent topics include globalization, consolidation of markets, managing in mature markets, and changing customer demographics

*This course counts towards the Global depth requirement.*
### B646 Consumer Behavior

#### Fall 2013 (day)
- **Topics**
  - Qualitative research methods
  - Needs and values
  - Memory and information processing
  - Attitudes
  - Consumer decision making
  - Social and cultural influences

#### Career Relevance
- Brand management (CPG)
- Business development
- Innovation practice
- Consumer insights and market knowledge
- Consulting

### B647 Sports Marketing

#### Spring 2014
- **Overview**
  The sports industry represents a unique setting of passionate fans, with marketing decisions made at the individual, team, and league-level. Several relevant marketing topics, including pricing & branding, will be examined in this sports context.
**B648**

**Channel Strategy & Business-to-Business**

**Career Relevance**
- Consulting and Strategy
- Business development
- General management and B2B
- Supply chain management
- Key account management

**Spring 2014 (day)**

**Overview**
- This course is about how to create *explosive value* for customers by making products available at the right place and time. Emphasis will be placed on routes to market, channel design, partner selection and incentives, partnering, retailing, and social business channels.

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**B649**

**Marketing Strategy & Cust. Relationship Mgmt**

**Fall 2013 (eve)**

**Topics**
- Competitive marketing strategy
- Marketing resource allocation
- Market opportunity assessment
- Marketing analysis and planning
- Customer analysis and valuation
- Strategy evaluation tools

**Career Relevance**
- Consulting
- General management
- Customer insights and customer analytics
- Brand management (CPG, industrial, services)
- Entrepreneurs
- Hi-tech
B571/671 Syndicated Data Analysis (Module)

Career Relevance
- Brand management
- Customer insights
- General management
- Consulting

Spring 2014 (mid-sem mod)
Overview
Overviews various types of syndicated data used by marketers.

The course is run as a lab. Students analyze various syndicated datasets (e.g., consumer pkg’d goods scanner data) to generate actionable insights.

This is a mid-semester module.