2013-14 BBA Marketing Curriculum

- **Marketing Mgmt (core)**
  - [A]: Foundations Electives
    - Market Intelligence & Cust. Insights
    - Digital Marketing & Social Media Strat.
    - Marketing Strategy & CRM
    - Product & Brand Management
  - [B]: Marketing Electives
    - Channel Strategy & Retailing
    - Consumer Behavior
    - Advertising & Mktg Communications
    - Marketing Seminar (Global)
  - [C]: Bridge Electives
    - Advert & Mktg Comm Consulting*
    - Entertainment & Media Mktg Fidwk*
    - Ideation*
    - Non-Profit Mktg Consulting*
    - Marketing Analytics Consultancy*

* = experiential learning (project-based) electives

A Marketing Major requires 4 electives in total:
- Choose 1 from [A];
- Choose 2 from the combined set of [A] and [B];
- Choose 1 from the combined set of [A], [B], and [C].
## 2013-14 BBA MKT Courses by Semester

(n) denotes number of sections

<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>B340</td>
<td>Marketing Management</td>
<td>(3)</td>
<td>(3)</td>
<td>(1)</td>
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<tr>
<td>B341</td>
<td>Marketing Seminar (Global)</td>
<td>(1)</td>
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<tr>
<td>B342</td>
<td>Mktg Research &amp; Cust. Insights</td>
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<tr>
<td>B343</td>
<td>Digital Mktg &amp; Soc Media Strategy</td>
<td>(2)</td>
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<tr>
<td>B346</td>
<td>Consumer Behavior</td>
<td>(1)</td>
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<tr>
<td>B347</td>
<td>Product &amp; Brand Management</td>
<td>(1)</td>
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<tr>
<td>B446</td>
<td>Advert. &amp; Mktg Communications</td>
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<tr>
<td>B447</td>
<td>Sports Marketing</td>
<td>(1)</td>
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<tr>
<td>B448</td>
<td>Channel Strategy &amp; Retailing</td>
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<tr>
<td>B449</td>
<td>Marketing Strategy &amp; CRM</td>
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<tr>
<td>B349</td>
<td>Entertainment &amp; Media Fieldwork</td>
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<td>(1)</td>
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<td>Marketing major bridge elective: May come from this list or from the list approved bridge electives offered by other academic areas.</td>
</tr>
<tr>
<td>B440</td>
<td>Non-Profit Marketing Consulting</td>
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<tr>
<td>B441</td>
<td>Ideation</td>
<td>(1)</td>
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<tr>
<td>B442</td>
<td>Advert. &amp; Mktg Comm Consulting</td>
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<tr>
<td>B444</td>
<td>Marketing Analytics Consultancy</td>
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</tbody>
</table>

Marketing major: At least 3 of the 4 total electives must be from this set; and, at least one of those must be from B342, B343, B347, B449.

## 2013-14 MKT Electives

### Fall 2013
1. B341 Marketing Seminar (Global)
2. B343 Digital Mktg & Social Media Strategy
3. B346 Consumer Behavior
4. B441 Ideation
5. B446 Advertising & Marketing Communications
6. B449 Marketing Strategy & CRM
   
### Spring 2014
1. B342 Market Research and Customer Insights
2. B347 Product and Brand Management
3. B349 Entertainment & Media Mktg Fieldwork
4. B440 Non-Profit Marketing Consulting
5. B442 Advertising & Marketing Comm Consulting
6. B444 Marketing Analytics Consultancy
7. B447 Sports Marketing
8. B448 Channel Strategy & Retailing

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

### Fall 2013
- B341 – mktg perspective on contemporary problems facing business today; topics change each offering
- B343 – digital marketing tools & strategies
- B449 – strategic overview of mktg tools for valuation of customers

### Spring 2014
- B342 – teaches you tools for marketing analysis
- B347 – broad-based knowledge of product/brand strategies and tactics
2013-14 MKT Courses

Marketing Area 3

[A] Foundations Electives
- 342 – Marketing Research and Customer Insights
- 343 – Digital Mktg & Social Media Strategy
- 347 – Product and Brand Management
- 449 – Mktg Strategy & Cust. Relationship Mgmt

[B] Marketing Electives
- 341 – Marketing Seminar (Global)
- 346 – Consumer Behavior
- 348 – Sales and Business Development
- 446 – Advertising & Marketing Communications
- 447 – Sports Marketing
- 448 – Channel Strategy & Retailing

[C] Bridge Electives
- 349 – Entertainment & Media, Mktg (MKT)
- 440 – Non-Profit Marketing Consulting (MKT)
- 441 – Ideation* (MKT)
- 442 – Advrt & Mktg Comm Consulting* (MKT)
- 444 – Marketing Analytics Consulting* (MKT)

A Marketing Major requires 4 electives in total:
- Choose 1 from [A];
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- Choose 1 from the combined set of [A], [B], and [C].

* = experiential learning (project-based) electives

2013-14 BBA Marketing Core

Analyze
- Context
  - Company
  - Competitors
  - Collaborators
  - Customers

What Should You Do?
- STP
  - Segmentation
  - Targeting
  - Positioning

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

Evaluate
B341
Marketing Seminar (Global)

Fall 2013

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

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

This course counts towards the Global depth requirement.

B342
Marketing Research and Customer Insights

Spring 2014

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)

Career Relevance
- Brand management (CPG, industrial, services)
- Consumer insights
- Consulting
- Entrepreneurship
- Advertising agencies
- Digital marketing
- General managers
- Investment banking
### B343
**Digital Marketing & Social Media Strategy**

#### Fall 2013
- 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

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### B346
**Consumer Behavior**

#### Fall 2013
- Attitudes
- Persuasion
- Consumer decision making
- Social and cultural influences
- Needs and values
- Memory and information processing
- Experimental and qualitative research methods

#### Career Relevance
- Brand management (CPG)
- Business development
- Innovation practice
- Consumer insights and market knowledge
- Consulting
### 2013-14 MKT Courses

#### Marketing Area 6

**B347**  
**Product and Brand Management**

**Career Relevance**
- Brand management (CPG, industrial, services)  
- Advertising  
- Digital marketing  
- Consulting  
- Entrepreneurs  
- Hi-tech

**Spring 2014**
- 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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**B349**  
**Entertainment and Media Marketing Fieldwork**

**Career Relevance**
- Entertainment industry management  
- Media industry management  
- Project management  
- Consulting

**Spring 2014**
- Overview
  - Provides students with exposure to entertainment and media organizations, as well as practical experience through a fieldwork project where students identify and solve an actual business problem for a participating organization.
B440  
Non-Profit Marketing Consulting

**Career Relevance**
- Non-Profit Management
- Small business
- Organization and institution management
- Project management
- Consulting

**Spring 2014**
Overview
Provides students with exposure to the various challenges non-profit organizations face as well as practical experience through a fieldwork project where students identify and solve an actual business problem for a non-profit organization.

B346  
Ideation

**Fall 2013**
Overview
Helps students develop a skill in thinking and developing a ‘master idea’ — an idea that aligns ideals, values and objectives, and is the driver of strategic direction of an organization.

**Career Relevance**
- Brand management (CPG, industrial, services)
- Advertising
- Consulting
- Entrepreneurs
### B442 Advertising & Mktg Communication Consulting

#### Career Relevance
- Brand management (CPG, industrial, services)
- Advertising agencies: account executives, media planners, researchers
- Digital marketing
- General managers of companies utilizing advertising
- Consulting

#### Spring 2014
Overview
Partners teams of dedicated students with a sponsor organization to provide customized marketing solutions to significant marketing communications challenges. The course culminates with a final presentation made to business leaders.

### B444 Marketing Analytics Consulting

#### Career Relevance
- Marketing management
- Consulting
- General management
- Entrepreneurs
- Customer insights

#### Spring 2014
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.
2013-14 MKT Courses

Marketing Area 9

B446
Advertising & Marketing Communications

Fall 2013
Overview
Students develop 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

B447
Sports Marketing

Career Relevance
- Brand Management
- Marketing Analytics
- Pricing & CRM
- Social & Digital Media

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.
**B448**
Channel Strategy & Retailing

**Career Relevance**
- Consulting and Strategy
- Marketing and Retailing
- General management and B2B
- Supply chain management
- Key account management

**Spring 2014**
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 retailing, routes to market, channel design, partner selection and incentives, partnering, and social business channels.

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**B449**
Marketing Strategy & Cust. Relationship Mgmt

**Career Relevance**
- Consulting
- General management
- Customer insights and customer analytics
- Brand management (CPG, industrial, services)
- Entrepreneurs
- Hi-tech

**Fall 2013**
Topics
- Competitive marketing strategy
- Marketing resource allocation
- Market opportunity assessment
- Marketing analysis and planning
- Customer analysis and valuation
- Strategy evaluation tools