2013-14 EvMBA Marketing Curriculum

- Marketing Mgmt (core)
  - Available Every Year
    - Market Intell. & Cust. Insights
    - Marketing Strategy & CRM
    - Digital Mktg & Soc. Media Strategy
  - Available Every Second Year
    - Prod & Brand Mgmt (fall 2014)
    - Channel Strategy & B2B (Dec/Jan ACE)
    - Sales & Bus Dvlt (spring 2014)

Available periodically as Dec/Jan A.C.E.:
- Channel Strategy
- Consumer Behavior
- Integrated Marketing Communications
### 2013-14 EvMBA 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>
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<td>Marketing Strategy &amp; CRM</td>
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(n) denotes number of sections

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### EvMBA Marketing Core

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

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

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

- **Evaluate**

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Ryan Hamilton  
Manish Tripathi
**2012-13 MKT Courses**

**Marketing Area 3**

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### B542P

**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

**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)

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### B543P

**Digital Marketing & Social Media Strategy**

#### Fall 2013

**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
B547P
Product and Brand Management

Career Relevance

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

Every 2nd Year Cycle

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.

B548P
Sales and Business Development

Career Relevance

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

Spring 2014

Topics
- The selling process and personal selling
- Sales management and sales operations
- Business development and selling into a channel of distribution.
B648P
Channel Strategy & Business-to-Business

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

ACE: Dec 2013 – Jan 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 routes to market, channel design, partner selection and incentives, partnering, retailing, and social business channels.

B649P
Marketing Strategy & Cust. Relationship Mgmt

Fall 2013
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