

Marketing (MARK)

MARK 1101 Principles of Marketing 3 Credits

A first course on tools and approaches for making marketing decisions. Marketing is viewed as a broad technology for influencing behavior, beyond functions like selling and advertising. Topics covered include consumer behavior, marketing research, and marketing planning, with emphasis on marketing mix decisions: product strategy, communications, pricing, and distribution.

Level: Undergraduate

Course attribute:

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Global Business, Global Business, Global Business, Global Business, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 3101 Marketing Research 3 Credits

The theory and application of marketing research as a tool for the decision-making process. Special emphasis on problem definition, research design, sampling procedure, data collection, statistical analysis, interpretation of data and reporting of research findings. Computer lab assignments and projects.

Level: Undergraduate

Prerequisites: (MARK 220 or MARK 1101)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, International Business, International Business, International Business, International Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

Enrollment limited to students in the McDonough School of Business college.

MARK 3102 Consumer Behavior 3 Credits

"Consumer behavior is the study of how individuals make decisions to spend their available resources (time, money, effort) on products and services. What do they buy, when do they buy, how often, and why? How do consumers learn about new products? How does advertising influence consumer decisions? What makes consumers satisfied with their purchases? To answer questions like these, we will study the interaction between the consumer's decision making process, the marketing mix, and wider environmental variables such as culture, demographics, and public policy. We will examine contemporary theory and research on the topic of consumer behavior and apply them to real world business issues to produce actionable marketing solutions."

Level: Undergraduate

Prerequisites: (MARK 220 or MARK 1101)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, International Business, International Business, International Business, International Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

Enrollment limited to students in the McDonough School of Business college.

MARK 3227 Branding 3 Credits

"Branding is a key driver of customer demand, enabling organizations to command significant price premiums over competitors. Thus, brand equity is of vast commercial worth and its creation, development, and leverage are a critical component of effective marketing. This course is designed to develop your understanding of how to build, measure and manage brand equity. ns, and will stress the critical roles of both creativity and managerial intuition as well as data and analysis. The main learning objectives of this course are: - To understand the relevant theories and models to make effective branding decisions; - To develop the skills to design and implement brand programs, such as: - Creating compelling positioning statements; - Understanding how to reverse engineer brand positioning strategies; - Planning a brand activation program to convert strategy into action; - Measuring and evaluating brand performance. - To strengthen the ability to critically assess competitive positions and gain an appreciation for the difficulty and ambiguity associated with developing and leading a brand at the mid to senior levels of an organization."

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MARK 240

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 3228 Integratd Marktnng Communicatns 3 Credits

Simplistically defined as "speaking with one voice" in all marketing communications and media, the IMC concept recognizes the environmental changes of market demassification and media fragmentation. IMC focuses on the use of the traditional marketing communication tools of advertising, publicity, personal selling, public relations, sales promotion, and direct marketing in a way that promotes both synergy and a continuing dialogue with the customer. IMC also recognizes that these traditional efforts must be coordinated with new realities including internet communications, social media, mobile apps and marketing, location-based marketing, direct response television, etc.

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 3229 Marketing Across Borders 3 Credits

TBA

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MARK 223

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 3231 Luxury Marketing 1.5 Credits

The course focuses on the business of “luxury goods” and how luxury marketers create and sustain brands for which customers are willing to pay very high prices. This course will provide a framework and a set of concepts focused on the luxury goods industry (and some luxury services) but interrelated to the core marketing concepts taught at Georgetown. The course will be based on the customer-centric marketing concept and will examine customer buying behavior and the marketing strategies luxury goods companies use: product development, branding and communications, distribution channels and pricing strategies. The course is predicated on the idea that while all marketing involves common underlying strategic frameworks, there are specific differences between luxury goods marketers and mainstream marketers. A global perspective and examination of variations in foreign markets are underpinnings of the course. Cases, readings, and original studies are used.

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 3232 Global Retail Marketing 1.5 Credits

Fundamental concepts, principles, and theories of retailing in a global setting with an emphasis on retail marketing are considered. The course focuses on the strategic decisions that global retailers must make to create and sustain compelling value offerings to their customers and develop competitive advantage in an era of rapidly changing consumer behavior and competitive offerings. This course will provide a framework and a set of concepts focused on the retail industry but interrelated to the core marketing concepts taught at Georgetown. The course will be based on the customer-centric retail marketing concept and will examine the structure of retailing and distribution channels; customer buying behavior; retail marketing strategy; location decisions; product/merchandise planning; retail communication mix; and pricing strategies. A global perspective and examination of variations in foreign retail markets are underpinnings of the course. The material is presented from the point of view of marketing managers. Cases and original studies are discussed.

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 3233 Sports Mktg Strategy 1.5 Credits

This course presents an overview of the marketing of sports at the professional and collegiate levels, as well as the use of sponsorships by commercial enterprises in the marketing of products and services. Class projects emphasize original research into sports marketing topics in collaboration with industry professionals.

Level: Undergraduate

Prerequisites: (MARK 220 or MARK 1101)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

Enrollment limited to students in the McDonough School of Business college.

MARK 3235 Social Digital Media Marktng 1.5 Credits

This course will survey the landscape of social and digital media tools with an eye towards critically analyzing their role as effective means for delivering and receiving marketing messages and communications. Students will be exposed to case studies from various industries and actual examples of successful, as well as less than optimal, marketing efforts that use such tools. In addition, students will have the opportunity to achieve certification in selected aspects of social and digital marketing via industry platforms.

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Business Administration, Business Administration, Business Administration or Business Administration.

Graduate level students may **not** enroll.

MARK 3236 New Product Management 3 Credits

This course focuses on how new products are developed and managed in complex, rapidly changing, global environments. Decisions and methods necessary to develop products for selected market segments represent major topics of study.

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

MARK 3237 Advertising PR Management 1.5 Credits

The essentials of advertising campaign planning including media strategy, positioning, and advertising design culminating in a comprehensive plan for a specific product. Especially valuable for students planning a career in advertising. Students participate in the American Advertising Federation Student Competition.

Level: Undergraduate

Prerequisites: (MARK 220 or MARK 1101) and MARK 230

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

Enrollment limited to students in the McDonough School of Business college.

MARK 3239 Practicum Product Development 3 Credits

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: STRT 295

MARK 3241 Customer Valuation 1.5 Credits

Full Title: Customer Valuation for Business Development

Building, measuring, and managing customer relationships are essential skills for business development, account management, product management, entrepreneurship, and organizational leadership across industries ranging from financial services to hospitality, healthcare, retailing, consumer goods, and information technology.

Customer valuation is a management approach in which customer relationships are viewed as assets that companies build and maintain over time. Customer valuation assesses both the current and potential future contributions, including revenue, loyalty and referrals, of an organization's customers to the organization's success. This course will develop your understanding of the sources of customer value, including both economic value (frequency, volume, and consistency of purchases over time) and relationship value (referrals, feedback and advocacy), how to measure this value, and how to manage this value over time. After mastering the basics of measuring customer value, we will discuss how organizations can build customer valuation via differentiation from competitors, retain the most valuable customers, manage global customer relationships and engage in AI-enabled customer relationship management.

Level: Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Undergraduate level students.

Enrollment limited to students in the McDonough School of Business college.

MARK 3243 Customer Analytics 3 Credits

Organizations today make decisions in an environment rich with consumer data—from online transactions and app usage to customer feedback and social interactions. The field of customer analytics enables marketers to transform this data into insights that inform strategic and operational decisions.

This course introduces the analytical tools and reasoning used to understand, predict, and influence customer behavior. It begins with an introduction to R and generative AI tools for analytics, emphasizing the use of coding and automation for data exploration and visualization. The first part focuses on descriptive and predictive analytics, where students learn to summarize customer data, identify behavioral patterns, and apply statistical models such as logistic regression, decision trees, and clustering.

The second part turns to causal inference, focusing on how to design and interpret experiments that determine whether specific managerial actions cause changes in customer outcomes. Students explore quasi-experimental methods, A/B testing, and moderation analysis, developing the ability to assess evidence and quantify uncertainty. The final part emphasizes analytics in practice, addressing how experiments and data models are implemented at scale and evaluated for ethical implications. Through coding assignments, business cases, and short group analyses, students will develop the ability to translate complex analytical findings into actionable marketing decisions and communicate them effectively.

Level: Undergraduate

Prerequisites: OPAN 2101

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Undergraduate level students.

MARK 4101 Principles of Marketing 3 Credits

A first course on tools and approaches for making marketing decisions. Marketing is viewed as a broad technology for influencing behavior, beyond functions like selling and advertising. Topics covered include consumer behavior, marketing research, and marketing planning, with emphasis on marketing mix decisions: product strategy, communications, pricing, and distribution.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Physics, Physics, Physics or Physics.

Enrollment limited to students in the MS-PHYS program.

Enrollment is limited to Graduate level students.

MARK 4225 Marketing Strategy 3 Credits

TBA

Level: Graduate, Undergraduate*Grading:* Main Campus (UGrad, Grad)*Mutual exclusion:* MARK 250*Course registration restrictions:*

Enrollment is limited to students with a major in Accounting, Accounting, Accounting, Accounting, Business Administration, Business Administration, Business Administration, Business Administration, Finance, Finance, Finance, Finance, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, Int'l Business Regional Stds, International Business, International Business, International Business, International Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Int'l Political Eco Business, Marketing, Marketing, Marketing, Marketing, Management, Management, Management, Management, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Operations Information Mgmt, Undeclared Business, Undeclared Business, Undeclared Business or Undeclared Business.

MARK 4949 Tutorial: Marketing 3 Credits*Level:* Undergraduate*Grading:* Main Campus (UGrad, Grad)**MARK 5500 Marketing Consumer Analytics 1 1.5 Credits**

"This course is designed to offer students a strategic perspective to developing, implementing, and reviewing marketing strategy. The approach to the class will be from the perspective of a strategic marketing consultant. That is, you will be asked to take on the role of "marketing strategist" as you review companies' design, implementation, and modification of marketing strategies. We will begin by focusing on the strategic building blocks required to be an effective marketer. This entails analyzing the customer as the most critical input in marketing strategy development. It is by benchmarking the customer that true marketing success is found. Of course, while a potential strategy is developed for the customer, we must also test its feasibility by analyzing the company and competitive environment. Thus, the final analysis of the market includes a thorough understanding of our constituencies, competition, and our own firm. In the rest of the course, we will turn our attention to developing our marketing "tool box" in order to successfully implement our marketing strategies. This will include individual and integrated focus on product, distribution, pricing, promotion, and packaging decisions. This discussion and focus includes issues involved in managing the business, including profit analysis, marketing research, operations, etc. If you cannot do "the numbers," then you will have a hard time becoming successful in the marketing field. Upon completion of this course, you should have the knowledge and analytical abilities necessary to successfully develop, implement, and evaluate an integrated marketing strategy. Additionally, your business communications skills should be enhanced, as your colleagues and I will challenge you to present and defend your analyses succinctly and clearly."

Level: Graduate, Undergraduate*Grading:* Main Campus (UGrad, Grad)**MARK 5505 Marketing Analysis Cus Strat2 1.5 Credits**

"This course is designed to offer students a strategic perspective to developing, implementing, and reviewing marketing strategy. The approach to the class will be from the perspective of a strategic marketing consultant. That is, you will be asked to take on the role of "marketing strategist" as you review companies' design, implementation, and modification of marketing strategies. We will begin by focusing on the strategic building blocks required to be an effective marketer. This entails analyzing the customer as the most critical input in marketing strategy development. It is by benchmarking the customer that true marketing success is found. Of course, while a potential strategy is developed for the customer, we must also test its feasibility by analyzing the company and competitive environment. Thus, the final analysis of the market includes a thorough understanding of our constituencies, competition, and our own firm. In the rest of the course, we will turn our attention to developing our marketing "tool box" in order to successfully implement our marketing strategies. This will include individual and integrated focus on product, distribution, pricing, promotion, and packaging decisions. This discussion and focus includes issues involved in managing the business, including profit analysis, marketing research, operations, etc. If you cannot do "the numbers," then you will have a hard time becoming successful in the marketing field. Upon completion of this course, you should have the knowledge and analytical abilities necessary to successfully develop, implement, and evaluate an integrated marketing strategy. Additionally, your business communications skills should be enhanced, as your colleagues and I will challenge you to present and defend your analyses succinctly and clearly."

Level: Graduate, Undergraduate*Grading:* Main Campus (UGrad, Grad)**MARK 6225 Marketing 1.5 Credits**

Marketing is a complex business function that requires various skills towards strategy formulation and the implementation of a marketing plan. This course introduces a series of frameworks and tools that can be used to solve general business problems and to develop specific marketing strategies or plans. We first focus on understanding the five C's – customers, the company, collaborators, competitors, and the context in which they all operate. Based on this analysis, we develop a strategy for our product(s), and then discuss how a marketing strategy can be implemented through the elements of the marketing mix, the four P's (product, price, place/channels of distribution, and promotion). This course also builds a foundation for advanced marketing skills, including consumer behavior, marketing research, branding, and marketing and customer analytics.

Level: Graduate*Grading:* Main Campus (UGrad, Grad)*Equivalent to* MARK 6500*Course registration restrictions:*

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6551 Strategic Marketing Research 1.5 Credits

Marketing research is a process for obtaining information to support management decision-making and strategic recommendations for serious consulting projects. The course structure follows the scientific method, which includes problem definition, research design, data collection, data analysis, and the interpretation and communication of findings. It is taught as a workshop with a live project and requires students to use statistical software for analysis.

Level: Graduate, Juris Doctor, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6553 Advanced Marketing Strategy 1.5 Credits

Advanced Marketing Strategy explores the development and assessment of marketing strategies in highly competitive environments. The course applies the 6-Ps of marketing to cases with a particular emphasis on profitability drivers, value creation, segmentation & positioning, life cycle management, and integration of the Ps for competitive advantage. The central thesis of this course is that good strategic thinking is built on a strong foundation of principles, concepts, and frameworks that are applied in a consistent manner. Great strategic thinking goes beyond understanding and conforming to existing market environments or identifying and capitalizing on 'natural' opportunities to creating and exploiting unique opportunities particularly well suited to a firm's strengths. The overarching objective of this course is to create an enduring mindset geared to creating great marketing strategies.

Level: Graduate, Juris Doctor, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6555 Applied Product Management 1.5 Credits

Applied Marketing Management is an elective course specifically intended for MBA students who are planning on a career as a marketing manager or as a consultant (though the course may also be beneficial to students in other areas such as finance). This course will build on concepts introduced in the core marketing course, and will focus on strategic marketing decision-making that has a long-term impact on the performance of the organization. The primary objective of this course is to deepen your understanding of the marketing basics (STP and the 4Ps) and develop new analytical and conceptual frameworks that support good marketing decision making. We will also learn and apply advanced market research techniques in an applied context. A limited number of cases will be used to illustrate specific concepts and techniques. A key element of this course is Markstrat: A competitive marketing simulation game that gives students the opportunity to take part in team-based analysis and decision making. MARKSTRAT simulates the marketing manager's job through the development and implementation of a strategic marketing plan. Specifically, each team will develop overall marketing strategies and make periodic tactical decisions for a portfolio of products for an organization based on detailed analyses of the market, customers and competitive dynamics. MARKSTRAT process these decisions in a dynamic competitive environment and provide teams with internally consistent, realistic marketing as well as financial performance metrics and detailed market research reports, all of which are used as inputs for succeeding periods.

Level: Graduate, Juris Doctor

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the McDonough School of Business college.

MARK 6561 Cust Data Mining fr Segmentatn 1.5 Credits

Customer data mining is the technology that supports market segmentation – and market segmentation is an increasingly important decision process central to strategic business and marketing decisions. The process of customer data mining for segmentation is dynamic and leads to an understanding of how customer data drives improved resource allocation for strategic competitive advantage and brand building. The course emphasizes the central role of managers and consultants in the customer data mining process, including how to use large and small databases to identify segments of customers for targeted marketing. The learning process includes lectures, examples, a project, and hands-on computer experience with SPSS data mining software to truly understand how customer data drives the segmentation process as a basis for marketing and business strategy decisions.

Level: Graduate, Juris Doctor

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6565 Global Marketing 1.5 Credits

This course deals with the application of advanced marketing management concepts and tools in global markets. It builds on the core courses marketing management, strategy and the global environment of business. The perspective is that of a marketing decision maker whose firm has established presence in several foreign markets. The course deals with basic issues of "country choice" and "foreign entry" but the main focus is on coordinated management of marketing across existing country markets. The aim of the course is to help develop students' ability to solve marketing problems and at the same time handle the complex coordination problems and subtle cultural issues facing the global marketer.

Level: Graduate, Juris Doctor, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MARK 6570 Consumer Behavior 1.5 Credits

Understanding consumer behavior is critical to developing effective marketing strategies. To provide value to consumers, managers must understand what consumers want and how they perceive the firm's products, services and marketing efforts relative to those of competing firms. To market products and services effectively, managers must be able to predict how consumers will respond to changes in the marketing mix. This course is designed to improve your understanding of consumer behavior by integrating scientific research on consumer behavior, methods for conducting consumer research, marketing strategy and analysis of business cases. We will begin by discussing methods for conducting consumer research. Next, we will study how consumers process information, form preferences, and decide among alternatives as well as research tools designed to elicit this information. Building on this knowledge, we will discuss data-driven strategies for identifying actionable customer segments, influencing consumer decisions and managing relationships with customers.

Level: Graduate, Juris Doctor

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: EMBA 570, EMBA 6845

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6571 New Product Dev Forecasting 1.5 Credits

This course provides an analytical approach to the management of new product development and forecasting for B2C, B2B, entrepreneurial, and non-profit organizations. It focuses on the concepts and analytical tools necessary to support the ideation, design, testing, and business case formulation for new products, whether, new services, innovations, or new business models. Course topics involve identifying market opportunities, creating and screening new ideas, writing concepts, concept testing, new product forecasting, prototyping, and building a business case with assumptions about market entry strategy and launch marketing. Tools studied in the course include design thinking, lead user methodology, crowd sourcing, concept testing, conjoint analysis, analogical diffusion models, pretest market simulation, and financial modeling. The course is designed for MBA students pursuing careers in marketing, consulting, or entrepreneurship in the public or private sectors. The prerequisite is MARK 550 (Marketing Analysis and Customer Strategy).

Level: Graduate, Juris Doctor

Grading: Main Campus (UGrad, Grad)

MARK 6572 Marketing Communications Strategy 1.5 Credits

It is not possible to promote a product or maintain consumer and customer relationships without marketing communications. Perhaps more importantly, the proliferation of new communication tools and techniques can distract and even divert marketers from executing a consistent, strategically sound marketing plan. In this course we will start with marketing strategy and then explore how we can align our marketing communications to efficiently and effectively support this strategy. We will focus on careful use of concepts, integration of execution with strategy, and realistic development and evaluation of communications plans. This course is intended to provide students with a basic knowledge of the principles of marketing communications strategy necessary for functioning in a wide variety of business environments. It is an overview course designed to acquaint students with basic areas of marketing communications, both strategic and functional. This course is intended as foundational for students pursuing careers in marketing, advertising, or as entrepreneurs or business analysts in marketing-intensive industries. The course deals with communications in a variety of settings: in service firms, professions, industrial manufacturing companies and not-for-profit groups, and not only in consumer product firms.

Level: Graduate, Juris Doctor

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6573 How to Build Strong Brands 1.5 Credits

"Branding is a key driver of customer demand, enabling organizations to command significant price premiums over competitors. Thus, brand equity is of vast commercial worth and its creation, development, and leverage are a critical component of effective marketing. This course is designed to develop your understanding of how to build, measure and manage brand equity. ns, and will stress the critical roles of both creativity and managerial intuition as well as data and analysis. The main learning objectives of this course are: - To understand the relevant theories and models to make effective branding decisions; - To develop the skills to design and implement brand programs, such as: - Creating compelling positioning statements; - Understanding how to reverse engineer brand positioning strategies; - Planning a brand activation program to convert strategy into action; - Measuring and evaluating brand performance. - To strengthen the ability to critically assess competitive positions and gain an appreciation for the difficulty and ambiguity associated with developing and leading a brand at the mid to senior levels of an organization."

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6576 Social Marktnrg for Global Good 1.5 Credits

Social marketing involves the application of marketing approaches developed in the commercial sector to solve societal problems. Recognized as a distinct marketing discipline since the early 1970s, social marketing has been employed to influence behaviors designed to improve individual health, prevent injuries, protect the environment, and promote other socially beneficial actions. For instance, successful social marketing campaigns have helped reduce and prevent smoking, decrease infant mortality, stop the spread of HIV/AIDs, decrease littering, increase recycling, and drive myriad other societal shifts in the U.S. and across the globe (Andreasen). While the fundamental principles at the core of social marketing are similar to the main tenets of commercial marketing, important distinctions exist in the application of marketing approaches to solving social and environmental problems. Commercial marketing primarily revolves around selling goods and services, with market share and profit being drivers of strategy, while social marketing is used to sell a desired behavior. Social marketing techniques are used to influence target audience behaviors that will benefit society as well as the targeted individuals, but without any financial profit accruing to the marketer. (Kotler and Lee). Social marketing is also different than other marketing disciplines, such as nonprofit marketing (i.e. marketing one NGO); cause marketing (i.e. linking a commercial product's promotion with a cause to boost sales and burnish corporate reputation); and social media marketing (i.e. using social media channels to market a product or cause). This course will equip you with an understanding of how to apply social marketing techniques to solve social and environmental challenges, with a particular focus on the priority issues identified in United Nations' Sustainable Development Goals (SDGs). The SDGs are a set of 17 goals agreed upon by 193 countries to improve health, educational outcomes, environmental protection, poverty, and social justice worldwide. In a world increasingly threatened by climate change, conflict, poverty, pandemics and other threats, new and integrated approaches are needed to foster large-scale change. In order to achieve the SDGs, corporate, NGO and government leaders will need to employ social marketing approaches, and this course will identify when such tools are likely to be effective. This course will discuss how to integrate actions across a diverse set of actors, and combine individual behavioral change strategies with more systemic approaches, such as policy advocacy and grassroots coalition building, to create lasting social change at scale. This course references concepts covered in other MSB courses such as Strategic Marketing Communications, Consumer Behavior, and Corporate Social Responsibility; however, the unique value add of this course is teaching students how to apply comprehensive planning frameworks and marketing concepts to solve global development challenges through the discipline of social marketing. The main textbooks will be Social Marketing: Changing Behaviors for Good by Nancy R. Lee and Philip Kotler (Fifth Edition), Social Marketing in the 21st Century by Alan R. Andreasen, and Social Marketing and Social Change: Strategies and Tools for Improving Health, Well-Being and the Environment by R. Craig Lefebvre. Readings and class discussion will be complemented by small group work, where students will tackle one of the SDG goals using social marketing methods and tools.

Level: Graduate, Juris Doctor, Undergraduate

Prerequisites: (MARK 550 or MARK 6500)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin., Master of Policy Management or Master of Public Policy degrees.

MARK 6579 Leveraging Social Media 1.5 Credits

MARK 579: Leveraging Social Media As social media data becomes more common, social media strategy will be subsumed under and organization's digital marketing strategy, which in turn will become integrated into the broader marketing strategy. Thus, the goal of the course is to familiarize students with social media as it relates to marketing strategy. There are two primary lenses through which we will look at social media: (1) as a marketing channel and (2) as a source of marketing insights. In addressing (1), the intent of this course is to provide you with the knowledge to be an informed consumer of reports on the impact of social media marketing efforts. For (2), we will examine how organization may engage in social media listening to understand the "voice of the consumer." We will review tools that facilitate this, and investigate the pros and cons associated with such approaches.

Level: Graduate, Juris Doctor, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin. degree.

MARK 6580 Customer Analytics 1.5 Credits

MARK 588: Customer Analytics This course provides an introduction to the methods employed in customer-centric analytics and the resulting applications. The objective is to expose you to techniques designed for analyzing behavior at the level of the customer and to examine the implications of the resulting insights on marketing strategies. By the end of the course, you should be able to: - Frame marketing problems in terms of the behavior of individual customers - Link customers' expected behavior to marketing metrics - Estimate "simple" models to predict customers' future behavior and discuss more advanced formulations - Understand the value-added of customer-centric analyses compared to "standard" approaches

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MARK 6581 Digital Marketing Analytics 1.5 Credits

The course provides students with an introduction digital marketing with an emphasis on metrics and measurement. In addition, the course introduces MBA students to the fundamental aspects and tools of online advertising platforms, including organic search, sponsored search, display advertising, ad exchanges, and e-commerce strategies.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Equivalent to BADM 6045

MARK 6582 AI Marketing 1.5 Credits

This course provides students with an introduction to artificial intelligence in marketing with an emphasis on both application and critical evaluation. Students will learn how AI tools (including generative AI, predictive analytics, conversational agents, and recommendation systems) are applied across the customer lifecycle: from acquisition through monetization and retention. At each stage, cases and exercises highlight both the opportunities for improved performance and the risks of misapplication. The course culminates with a set of cases that address the broader challenges of data privacy, regulation, and brand trust, forcing students to weigh the long-term implications of adopting AI at scale.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

MARK 6585 Data and Society 1.5 Credits

This course aims to provide students with a broader context for thinking about how businesses collect and make use of consumer data. It will address the complex and dynamic ethical, legal, and regulatory environments in the context of consumer data. In particular, we will look at issues of consumer privacy, company & government control of and access to consumer data, and the impact of algorithms on business decision making, consumer experience, and society as a whole. Students will be challenged to consider their own professional and ethical responsibilities with regard to these issues. The issue of data and its impact on society is one of the most important topics in business today. This is an enormous and wide-ranging subject that can obviously not be comprehensively covered in six weeks. Instead, we will cover key tools, concepts, and use these as a foundation for exploring specific topic areas that students wish to explore further via live cases.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Business Administration, Business Administration, Business Administration or Business Administration.

Enrollment is limited to Graduate level students.

MARK 6590 Practicum: Consumer Analytics 1.5 Credits

This course is designed to provide students with a hands-on experience in deriving insights through the analysis of consumer data. We will partner with client organizations to solve practical problems they are facing. Examples of such problems may include evaluating salesperson performance, increasing customer retention or acquisition, and predicting future purchasing behavior. The 1.5-credit course will serve as the capstone experience for students working toward the MBA Certificate in Consumer Analytics and Insights and will only be open to students registered for the certificate.

Level: Graduate

Prerequisites: (MARK 588 (may be taken concurrently) or MARK 6580 (may be taken concurrently))

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MBA-BADM program.

Enrollment is limited to Graduate level students.

MARK 6600 Business Experimentation 1.5 Credits

A research design is a plan that includes process, methods, and tools that provide objective data, information, and insights to help managers make optimal business decisions. The introduces three general types of research designs including exploratory, descriptive, and causal. Exploratory designs involve the collection of data through secondary (published) sources, in-depth interviews, focus groups, and ethnography. Descriptive designs involve survey research, including sampling procedures, definition and measurement of key variables, research instrument design, and preparing data for analysis. Causal research designs involve experiments that can test specific hypotheses about cause and effect leading to confirmatory decisions.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MS-BSAN-O program.

Enrollment is limited to Graduate level students.

MARK 6601 Strategic Marketing Analytics 1.5 Credits

In the 21st century, marketing managers and their teams can transform their business's bottom line by applying deep knowledge gained through modern analytical tools. This course includes understanding various types of marketing data including point of sale and digital data as well as analytical techniques for product and pricing decisions and to build future campaigns and marketing initiatives. By the end of this course, students will learn to create models and generate business insights from segmentation and positioning problems, A/B tests, conjoint analysis, recommendation engines, and time-series data.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MS-BSAN-O program.

Enrollment is limited to Graduate level students.

MARK 7949 Tutorial: Marketing 1.5 Credits

Level: Graduate, Juris Doctor, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.