

MARKETING AREA ELECTIVES¹

MKTG 311 Marketing Research

Marketing research is an organized way of developing and providing information for managerial decision-making. Marketing Research is intended for those who expect marketing to be an important part of their professional work. The course introduces contemporary marketing research methods. The first part of the course focuses on qu

alitative research and the marketing research process. The second part focuses on questionnaire design, data analysis and quantitative techniques. Students are expected to complete and present a marketing research project as a course requirement.

MKTG 312 Integrated Marketing Communications

The course focuses on the development of an integrated marketing communication campaign. It introduces the principles and advantages of channel integration. Topics are: how to develop a campaign, select an agency, develop a campaign briefing, determine the right strategy and objectives, build campaign content and select the right media classes and vehicles, depending on industry and product setting as well as customer involvement and experience. The course covers the most important functional areas including advertising, public relations, retail campaigns, social media engagement, product placement and event sponsorship

MKTG 313 Marketing Strategy

Strategic marketing management is the process of achieving organizational goals through integration of marketing concepts with the overall decision making of the organization. It involves high-level decision making regarding products, target markets, competition, pricing, marketing channels, and marketing communications. This course introduces the analysis tools such as assessing market potential for new products, customer lifetime valuation, cannibalization analysis that help address strategic marketing challenges.

MKTG 315 International Marketing

This course introduces the principles underlying international marketing management. These principles are examined in the context of a variety of products and services. There is a strong emphasis on understanding marketing principles in the global context through a detailed understanding of global business. Furthermore, students examine the different institutional environments (legal, cultural, structural etc.) and the impact of these different institutional 'rules' on marketing. Topics covered include the history of globalization, culture and the institutional environment, international market analysis, global pricing, global distribution, outsourcing, and promotion.

¹ Notes: Courses no longer offered are excluded from this list, although may appear in SIS:

MKTG 414, MKTG 418

MKTG 316 Retail and Shopper Marketing

This course offers an in-depth examination of the shift from consumer to shopper marketing based on new consumption & shopping trends as world's leading FMCG companies such as Unilever, P&G, Coca-Cola and many others have already set up exclusive departments to unleash the potential in this industry. Covering insight development and planning for perfect Point-of-Purchase executions, the course addresses the pre-during-post shopping experiences & challenges. Through analysis of the shopper marketing mix, the course focuses on branding from the shelf in the retail industry, product placing and development, pricing alternatives and the promotional campaigns. The course also includes real life case studies and best practices from global and leading local firms; visiting speakers from the industry to add a competitive edge.

MKTG 317 Marketing and Society

This course explores the impact of marketing from a multi-disciplinary and multi-stakeholder perspective. Specifically, marketing's role in solving societal problems is analyzed. Topics include at-risk market segments, controversial products and practices, and issues of social justice.

MKTG 318 Entrepreneurial Marketing

This course is primarily designed for students aiming to pursue an entrepreneurial career. It helps would-be-entrepreneur students to make the best use of their time, money, and effort in starting and growing their own ventures in a way that gives them a competitively sustainable differential advantage. The course limits itself to covering marketing concepts, methods, tactics, and strategies that can add value to new ventures. The course guides the would-be-entrepreneur students to get the largest return from a start-up's limited resources and to maximize the productivity of its limited marketing budget. The course includes real-life examples, case studies and best marketing practices from successful new ventures.

MKTG 320 Strategic Marketing Communications Management

The course focuses on application of the strategic management skills and the synergy of marketing communications practices. It emphasizes the competitive nature of communications and the recent emerging technological changes such as digital branding, viral campaigns, user generated contents (UGCs), offline-online budget allocation decisions, social/daily deal websites (e.g., GroupOn) and in general social media in the era of modern communications.

MKTG 322 Brand Management

This course introduces the complex world of brand management (e.g., branding strategies, leveraging brand equity, measuring brand equity), and provides tools to better build and manage brands.

MKTG 324 Innovation and New Product Development

Expertise in the design and marketing of new products is a critical skill for all managers, inside and outside of the marketing department. This course focuses on the tools and techniques associated with analyzing market opportunities and then designing, testing, and introducing new products and

services. Both quantitative and qualitative approaches are covered. In particular, the course covers the new product development process, market entry strategies, how to generate new product ideas, mapping customer perceptions, segmentation, product positioning, forecasting market demand, product design, and advertising and product testing. The course emphasizes how to incorporate customers and competitors into all of these aspects of new product development.

MKTG 403 Independent Study - MKTG

The course is an independent study on a selected research topic. It takes the form of a research project that is defined by the student in coordination with a specific professor.

MKTG 412 Sales Management

This course is a hands-on introduction to the concepts and practices in selling and sales management. It has three main components: sales planning in accordance with business and marketing strategies, trust and relationship based selling, and sales force management. The course focuses on the sales process, the relationship between sales and marketing, personal selling, developing and qualifying prospects, building trusted relationships, creating the sales pitch, and closing the sale. Sales force structure, use of technology to improve sales force effectiveness, as well as issues in recruitment, training, motivation, performance management, and compensation are discussed in detail.

MKTG 413 Distribution Management

This course introduces the principles underlying modern channel management. There is an emphasis on the design, development and maintenance of effective relationships between channel partners. Students focus on how to manage the relationships between channel partners to ensure that services and products are made available for consumption by end-users. Topics covered include channel institutions, alternative channel structures, managing relationships in the channel, and gray markets

MKTG 415 Consumer Behaviour

This course introduces the students to the complex decision making world of consumers and provides them with some tools to better understand consumer behavior.

MKTG 416 Personal Selling and Sales Management

This course is a hands-on introduction to the concepts and practices in selling and sales management. It has three main components: sales planning in accordance with business and marketing strategies, trust and relationship based selling, and sales force management. The course focuses on the sales process, the relationship between sales and marketing, personal selling, developing and qualifying prospects, building trusted relationships, creating the sales pitch, and closing the sale. Sales force structure, use of technology to improve sales force effectiveness, as well as issues in recruitment, training, motivation, performance management, and compensation are discussed in detail.

ENTR 304 User Centered Design

This course introduces the basic principles of designing interactions for products and services where the focus is on people's needs, choices and experiences rather than technological capabilities. This way of approaching complex design systems includes involving all stakeholders rather than only including end-users. The course prepares a framework for understanding and practicing fundamental concepts, tools and methods for the design process through cases such as co-designing, envisioning, testing and prototyping, role-playing, touch-points and the like. In this course, students are encouraged to experience a series of hands-on, class based exercises in order to understand the interaction design practice for creating products and services and learn to use the tools and methods in a creative way in the design process.

MGMT 316 Behavioral Decision Making

This course improves decisions by analyzing the strengths and weaknesses of human judgment and reasoning in both business and life. The sessions involve many puzzles and brain-teasers, which make sure that participants experience first-hand a variety of interesting and relevant decision situations. Throughout the course, participants read, watch, write and participate in discussions about relevant and current issues, predominantly related to decisions in management, investment, consulting and marketing. They also produce and present a study, based on a decision making process.