Marketing Course Structure

Tools

728 Contagious
756 Marketing Research ✓
760 Law of Marketing & Antitrust
771 Models for Marketing Strategy ✓
773 Customer Behavior ✓
775 Managing Customer Value
776 Applied Probability Models in Marketing ✓
778 Strategic Brand Management ✓
892 Creativity ✓

Applications and Management

Issue Focus

729 Special Topics: Marketing in the Age of the Empowered Consumer ✓
732 New Product Development
753 New Product Management ✓
754 Pricing Policy ✓
755 Advertising Management ✓
777 Marketing Strategy ✓
793 Retailing ✓
896 Retail Merchandising

Context Focus

669 Special Topics: Experiments for Business Decision Making ✓
730 Special Topics: Digital Marketing and Electronic Commerce ✓
733 Social Impact of Marketing
778 Strategic Brand Management ✓
781 Entrepreneurial Marketing
782 Multinational Marketing

✓ Course offered Spring 2013
Illustrative Course Sequences

- **Required Courses:**
  - 611; and 612 or 613; and 756

- **Consulting**
- **Product Management/Retail**
- **High-Tech Marketing**
### Illustrative Course Sequences (cont.)

<table>
<thead>
<tr>
<th>Consulting</th>
<th>Packaged Goods Product Management</th>
<th>High-Tech Marketing</th>
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</thead>
<tbody>
<tr>
<td>733 Social Impact of Marketing</td>
<td>728 Contagious: How Products, Ideas and Behaviors Catch On</td>
<td>669 Special Topics: Experiments for Business Decision Making ✓</td>
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