

Marketing Course Structure

✓ Course offered Spring 2013

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

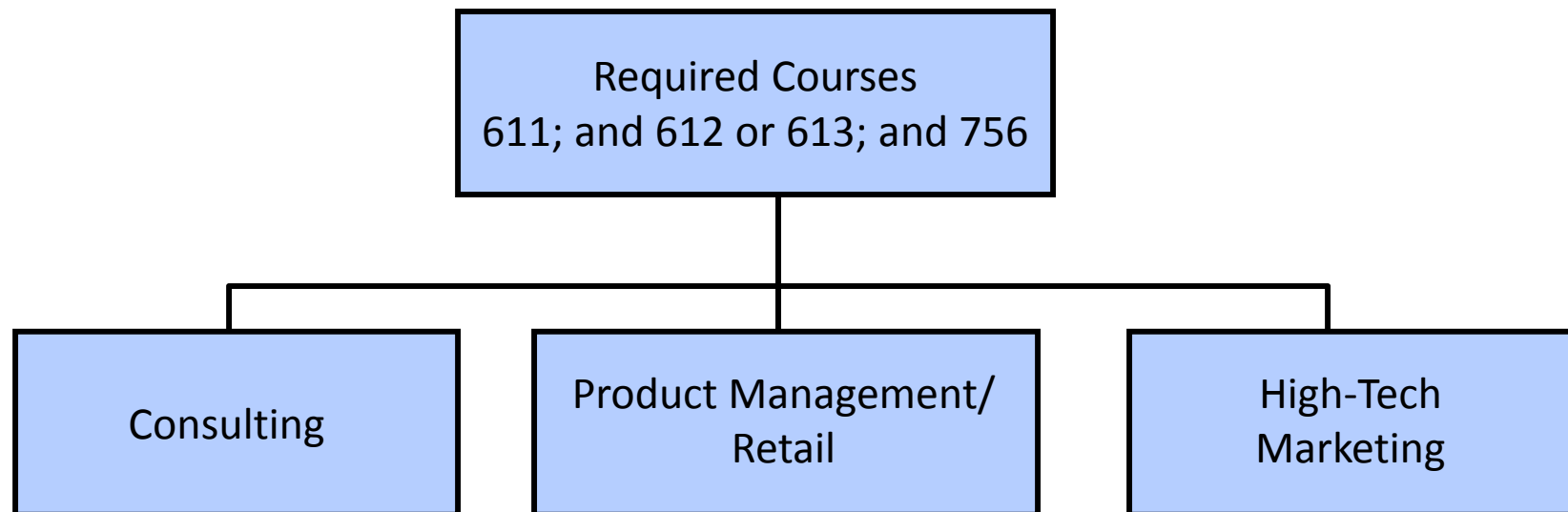
Issue Focus

- 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

Illustrative Course Sequences



Illustrative Course Sequences (cont.)

Consulting

- 733** Social Impact of Marketing
- 753** New Product Management ✓
- 754** Pricing Policy ✓
- 775** Managing Customer Value
- 760** Law of Marketing & Antitrust
- 771** Models for Strategy
- 777** Marketing Strategy ✓
- 782** Multinational Marketing
- 890** Advanced Study Project – Global Consulting Practicum
- 892** Creativity ✓

Packaged Goods Product Management

- 728** Contagious: How Products, Ideas and Behaviors Catch On
- 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 ✓
- 773** Customer Behavior ✓
- 777** Marketing Strategy ✓
- 778** Strategic Brand Management ✓
- 782** Multinational Marketing
- 793** Retailing ✓
- 892** Creativity ✓
- 896** Retail Merchandising

High-Tech Marketing

- 669** Special Topics: Experiments for Business Decision Making ✓
- 730** Special Topics: Digital Marketing and Electronic Commerce ✓
- 753** New Product Management ✓
- 754** Pricing Policy ✓
- 755** Advertising Management ✓
- 760** Law of Marketing & Antitrust
- 771** Models for Strategy
- 776** Applied Probability Models
- 777** Marketing Strategy ✓
- 778** Strategic Brand Management ✓
- 781** Entrepreneurial Marketing

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