BUMK  Marketing  Fall 2016

BUMK706  Marketing Analysis
Credits: 2  Grading Method: Regular

Prerequisite: BUSI650.

Introduction to modeling tools used to support marketing analysis and decision making. Applications in strategic marketing, marketing segmentation, new product development, sales promotion analysis, pricing, design of marketing mix, sales force allocation, and direct marketing. Spreadsheet driven cases and illustrative readings.

DC01  Michel Wedel  Seats (Total: 35, Open: 35, Waitlist: 0)
Mon - Fri 6:25pm - 10:00pm
DC C1

Meets October 19, 2016 - December 12, 2016

BUMK715  Consumer Behavior
Credits: 2  Grading Method: Regular

Prerequisite: BUSI650. Restriction: Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)). Credit only granted for: BMGT754 or BUMK715. Formerly: BMGT754.

Analysis of customer decision-making and how marketing strategy can be used to influence those decisions. The framework is a buyer behavior model, in which concepts from psychology, sociology, and economics are applied to individual and organizational purchase decisions. Marketing strategies of leading firms in consumer products, technology, and services (including internet services) are analyzed using a variety of case study formats. Focus is consumer behavior; however, principles can also be applied to the decision-making of business.

DC01  Rosellina Ferraro  Seats (Total: 40, Open: 40, Waitlist: 0)
Mon - Fri 6:25pm - 10:00pm
DC C5

Meets August 22, 2016 - October 10, 2016

DC06  Rosellina Ferraro  Seats (Total: 50, Open: 50, Waitlist: 0)
Mon - Fri 6:25pm - 10:00pm
DC C1

Meets October 24, 2016 - December 10, 2016
Sa 8:30am - 1:00pm
### BUMK716  
**Brand Management**

Credits: 2  
Grading Method: Regular

*Prerequisite: BUSI650.  *Restriction: Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)) ; or permission of BMGT-Robert H. Smith School of Business.

Brand names are valuable assets for firms. Effective brand management is critical to maintaining the long-term profitability of products and services. Topics include understanding brands from the customer's perspective, building brand equity, measuring brand equity, leveraging brand equity, managing brand portfolios and managing brands over time.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Instructor</th>
<th>Seats (Total: 50, Open: 50, Waitlist: 0)</th>
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<tbody>
<tr>
<td>BA01</td>
<td>Richard Newman</td>
<td>Meets August 22, 2016 - October 10, 2016 Th 6:25pm - 10:00pm BA 101</td>
</tr>
<tr>
<td>DC01</td>
<td>Richard Newman</td>
<td>Meets October 19, 2016 - December 12, 2016 Th 6:25pm - 10:00pm DC C2</td>
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### BUMK757  
**Marketing Strategy**

Credits: 2  
Grading Method: Regular

*Prerequisite: BUSI650.  Credit only granted for: BMGT757 or BUMK757. Formerly: BMGT757.*

A capstone marketing course. Marketing strategies designed to manage products in selected market segments. Topics covered include competitor analysis, buyer analysis, market segments, and product strengths and weaknesses; product related issues are identified and marketing strategies developed, assessed and implemented.

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<thead>
<tr>
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<tbody>
<tr>
<td>DC01</td>
<td>Sanjay Rao</td>
<td>Meets August 22, 2016 - October 10, 2016 Tu 6:25pm - 10:00pm DC C4</td>
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BUMK758B  Special Topics in Marketing; Market-Based Management
(Perm req)  
Credits: 3  Grading Method: Regular

Selected advanced topics in the various fields of graduate study in marketing.

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<thead>
<tr>
<th>Course Section</th>
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<tr>
<td>0501</td>
<td>Wendy Moe</td>
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Meets August 22, 2016 - December 12, 2016
TuTh 12:30pm - 1:45pm  VMH 1333

For MS in Marketing Analytics students only.

BUMK758D  Special Topics in Marketing; Customer Analysis
(Perm req)  
Credits: 3  Grading Method: Regular

Selected advanced topics in the various fields of graduate study in marketing.

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<td>Rosellina Ferraro</td>
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Meets August 22, 2016 - December 12, 2016
MW 2:00pm - 3:15pm  VMH 1330

For MS in Marketing Analytics students only.

BUMK758E  Special Topics in Marketing; Statistical Programming
(Perm req)  
Credits: 3  Grading Method: Regular

Selected advanced topics in the various fields of graduate study in marketing.

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<thead>
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<th>Course Section</th>
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<tbody>
<tr>
<td>0501</td>
<td>Pallassana Kannan</td>
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</table>

Meets August 22, 2016 - December 12, 2016
TuTh 2:00pm - 3:15pm  VMH 1333

For MS in Marketing Analytics students only.

BUMK758F  Special Topics in Marketing; Business Ethics & Policies I
(Perm req)  
Credits: 1  Grading Method: Regular

Selected advanced topics in the various fields of graduate study in marketing.
### BUMK758I

**Special Topics in Marketing; Innovation and Marketing**  
Credits: 2  
Grading Method: Regular  
Selected advanced topics in the various fields of graduate study in marketing.

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<th>CRN</th>
<th>Instructor</th>
<th>Seats (Total: 50, Open: 50, Waitlist: 0)</th>
<th>Meets September 10, 2016 - September 20, 2016</th>
<th>SaSu 9:00am - 6:30pm</th>
<th>DC C5</th>
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<tbody>
<tr>
<td>DC06</td>
<td>Gaurav Bhalla</td>
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### BUMK758K

**Special Topics in Marketing; Advanced Marketing Analytics**  
(Perm req)  
Credits: 3  
Grading Method: Regular  
Selected advanced topics in the various fields of graduate study in marketing.

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<th>M 4:00pm - 6:40pm</th>
<th>VMH 1330</th>
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<tbody>
<tr>
<td>0501</td>
<td>Michel Wedel</td>
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### BUMK758O

**Special Topics in Marketing; Social Media & Internet Marketing**  
Credits: 2  
Grading Method: Regular  
Selected advanced topics in the various fields of graduate study in marketing.

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<th>CRN</th>
<th>Instructor</th>
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<th>Meets October 19, 2016 - December 12, 2016</th>
<th>M 6:25pm - 10:00pm</th>
<th>BA 101</th>
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<tbody>
<tr>
<td>BA01</td>
<td>Jeremy Brown</td>
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### BUMK759

**Independent Study in Marketing**
Independent study for Masters students in Marketing.

Contact department for information to register for this course.