MARKETING AREA

FTMBA Core and Electives
2015-16
(version Apr 2015)
# 2015-17 FT MBA Marketing Courses

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<th>540 Marketing Management (core)</th>
<th>Foundations and Tools-Based Electives</th>
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<td>541 Seminar on Global Marketing</td>
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<td>542 Mkt Intelligence &amp; Customer Insights</td>
<td>547 Product &amp; Brand Management</td>
<td>545 Predictive Sports Analytics</td>
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<td>649 Marketing Strategy</td>
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<td>MSM Syndicated Data Analysis</td>
<td>648 Marketing Channels Strategy &amp; B2B</td>
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<td>Course Code</td>
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<td>Instructor(s)</td>
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<tr>
<td>B543</td>
<td>Social Media &amp; Digital Mktg Strategy</td>
<td>D. Schweidel</td>
<td>Tu 6:30-9:15</td>
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<tr>
<td>B545</td>
<td>Predictive Sports Analytics</td>
<td>M. Tripathi; M. Lewis</td>
<td>W 6:30-9:15</td>
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<td>B546</td>
<td>Integrated Mktg Communications</td>
<td>R. Shah</td>
<td>MW 1-2:15</td>
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<td>B547</td>
<td>Product &amp; Brand Management</td>
<td>D. Bowman</td>
<td>TuTh 8:30-9:45</td>
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<td>B548</td>
<td>Sales &amp; Business Development</td>
<td>R. Kelly</td>
<td>M 6:30-9:15</td>
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<td>B641</td>
<td>Seminar in Global Marketing</td>
<td>J. Sheth</td>
<td>MW 10-11:15</td>
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<td>B649</td>
<td>Marketing Strategy</td>
<td>E. Leonard</td>
<td>MW 11:30-12:45</td>
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<tr>
<td>B649</td>
<td>Marketing Strategy</td>
<td>E. Leonard</td>
<td>W 6:30-9:15</td>
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Digital Marketing & Social Media Strategy

Topics
- Web metrics and analytics
- Recommendation systems
- Online advertising
- Experimentation
- Social media
- Mobile

Career Relevance
- Digital marketing
- Media planning and creative strategy
- Marketing analytics
- Integrated marketing communications
- Social media marketing
- Search engine marketing
Overview
The course will focus on the use of analytics and data for improving human capital related decisions in context of sports and non-sports. The students will complete several “Moneyball” type statistical modeling based assignments.

Note B447 focuses on the business side of sports; B445 focuses on the team/player/product side of sports.
Overview
Students develops expertise in the IMC process of planning, developing executing, evaluating and controlling the use of various promotional mix elements to effectively communicate with target audiences.

Career Relevance
- Brand management (CPG, industrial, services)
- Advertising agencies: account executives, media planners, researchers
- Digital marketing
- General managers of companies utilizing advertising
Topics
- Creating, maintaining, and managing brand equity
- Segmentation strategies
- Media creative and media planning
- Pricing strategies and tactics
- Brand analytics
- Sales forecasting
- Develop and implement a brand plan over a (simulated) 10-period horizon.

Career Relevance
- Brand management (CPG, industrial, services)
- Advertising
- Digital marketing
- Consulting
- Entrepreneurs
- Hi-tech
Fall 2015

Topics
- The selling process and personal selling
- Sales management and sales operations
- Business development and selling into a channel of distribution.

Career Relevance
- Customer business development
- Sales and key account management
- Consulting
- Entrepreneurs
- Investment banking and professional services
Fall 2015

Topics
- Analysis of the marketing implications of contemporary problems facing business today
- Topics change each semester. Recent topics include globalization, consolidation of markets, managing in mature markets, and changing customer demographics

Career Relevance
- Consulting
- General management
- Brand management (CPG, industrial, services)
- Global business
- Entrepreneurs
- Hi-tech

This course counts towards the Global depth requirement.
Fall 2015

Topics
- Competitive marketing strategy
- Marketing resource allocation
- Market opportunity assessment
- Marketing analysis and planning
- Strategy evaluation tools

Career Relevance
- Consulting
- General management
- Customer insights and customer analytics
- Brand management (CPG, industrial, services)
- Entrepreneurs
- Hi-tech