

Course Code	MKT 6301	MKT 6309	MKT 6310	OPRE 6301	MKT 6379	MKT 6339
Course Name	Marketing Management	Marketing Data Analysis & Research	Consumer Behavior Science	Statistics & Data Analysis	Marketing by Numbers	Capstone Marketing Decision-Making
Pre or Co Requisites	None	Pre or Coreq: MKT 6301, OPRE 6301 or MKT 6379	MKT 6301	None	None	MKT 6301
Software used	None	and OPRE 6301	None	Excel	Excel	PharmaSim
Topics covered	The Scope of Marketing	Qualtrics /Excel	The Consumer Decision Process	Organizing and summarizing raw data	Organizing and summarizing raw data	Analytical Marketing 101: Market Models, Response Curves
	Fundamental Marketing Concepts	Basic Data Analysis	Pre-Purchase Processes: Need Recognition, Search & Evaluation	Build and evaluate a regression model from raw data	Build and evaluate a regression model from raw data	Analytical Marketing 101: Resource Allocation, Decisions & Uncertainty
	Company Orientations Towards the Marketplace	Data Visualization	Post-Purchase Processes	Apply the basic rules of Probability Theory	Identify significant changes via Hypothesis Testing	Modern Approach to Brand Building (Recorded Talk)
	Analyzing the Macroenvironment	Hypothesis testing	Demographics, Psychographics & Personality	Apply the basic concept of random variable to solve business problems	Determine if 2 populations have the same mean	Consumer Goals, Perceptual Map, Buying Process
	Conducting Marketing Research	Insights vs reporting	Consumer Beliefs, Feelings, Attitudes & Intentions	Apply the Normal, T,& Binomial Distributions to solve problems	Determine if several populations have the same mean.	Making Sense of Segmenting, Targeting & Positioning
	Strategic Planning	Market size estimation and forecasting techniques	Family & Household Influences	Simulate data from the Normal and Binomial	Analysis of variance	Competitive Advantage
	Consumer Behavior & the Buying Decision Process	Project based	Shaping Consumers' Opinions	Identify significant changes via Hypothesis Testing	Chi-Sq. tests	Measuring Customer Lifetime Value (CLV)
	Marketing Segmentation, Targeting & Positioning	Questionnaire Design	Helping Consumers Remember	Determine if 2 populations have the same mean	Data visualizations	Using CLV for Marketing Decisions
	Product Classifications & New Product Development	Regression analysis		Determine if several populations have the same mean.	Business and marketing formulas	PharmaSim Review & Takeaways
	Developing Pricing Strategies & Programs	Research Design		Analysis of variance		
	Managing Marketing Channels & Retailing	Sampling		Chi-Sq. tests		
	Integrated Marketing Communications, Advertising & Sales Promotion	Scales of Measurement				
		Secondary data and its use				
		Split A/B testing				

Course Code	MKT 6353	MKT 6337	MKT 6345	MKT 6352	MKT 6384	MKT 6336
Course Name	Customer Insights & Analytics	Predictive Analysis for Data Science	Quantitative Marketing Decision Making	Marketing Web Analytics and Insights	Web Analytics & Insights	Pricing Analytics
Pre or Co Requisites	Prereq. OPRE 6301 or BUAN/OPRE 6359 or MKT 6379	Prereq: OPRE 6301 or BUAN/OPRE 6359	Prereq: OPRE 6301 or BUAN/OPRE 6359 or MKT 6379	None	Prerequisite MKT 6352	None
Software used	SAS, R or Python	SAS and/or R and/or Python	Marketing engineering software and Excel	Adobe & Google Analytics	Adobe, GA & Tableau	None
Certifications	None	None	Marketing & Business Strategy:GE Matrix strategy , Positioning maps	Google Analytics, Adobe optional	None	None
Topics covered	Binary Logit	Conjoint analysis	Segmentation and Targeting	Attribution	Web analytics multiple platforms (websites, apps, IoT)	The Concept of Strategic Pricing
	Cluster Analysis	CRM - Lifetime value models	RFM model	Behavior and Conversion Events	Build advanced statistical models using exported web data	Developing a Pricing Strategy
	Customer Relationship Management, Customer Equity, Customer Value (LTV)	Forecasting - Bass Model	Cluster analysis	Custom Reports, Breakdowns, Custom Metrics Builder	Integration with Tableau for real-time dashboards	Economic Value
	CDP-Customer Data Platforms, PII data, 3 rd party data	data/Panel data and unobserved heterogeneity	Market Research Conducting experiments	Excel for Web Analytics	Split A/B testing	Going Beyond Economic Value
	Data integrity, evaluating solutions	Predictive Discrete choice models	A/B testing	Funnels, Cohort Analysis	Test design, measurement plan, data collection, and analysis & insights.	Value-Based Segmentation
		Logit/Probit	Analyzing Markets - Metrics	How tagging works and errors, AB Testing		Price Segmentation
	Data Reduction /Factor Analysis	Principal Component Analysis, Factor Analysis	New Product Design	Metrics, KPI's, Reporting Basics & Building Reports		Communicating Price
	Discriminant Analysis, Lead Generation	Seemingly unrelated	Conjoint Analysis, Bass Model Forecasting,	Segment Builder, Debugger		Pricing Policy
	Relationship between variables – correlation & regression analysis	regressions (SUR)	Conjoint Analysis, Bass Model Forecasting,			Costs
	Response Analysis	Segmentation –	Product Management, Marketing Mix			Financial Analysis
	Segmentation Analysis	Cluster analysis	Product Management, Marketing Mix, Resource allocation			Competition & Promotions
		Endogeneity,Two-stage and three-stage least squares (2SLS& 3SLS)	Channel management Retailing			Intermediation & Pricing
		Survival analysis and hazard models	Direct marketing: email metrics			New Product Pricing
		Targeting	Customer Value, lifetime value			Research for Pricing
		Time series analysis (ARIMA)	Advertising and Sales Promotions: budget allocation, measuring effectiveness using marketing mix modeling			Legal Aspects of Pricing
	TOBIT and Selection Models	Digital, Online Marketing Sentiment Analysis				

Course Code	MKT 6321	MKT 6343	MKT 6374	MKT 6349
Course Name	Digital & Interactive Marketing	Social Media Marketing & Insight	Ecommerce and Marketing Automation	Marketing Data Ecosystem
Pre or Co Requisites	None	Prereq. MKT 6301	None	Prereq. MKT 6301
Software Used	Google Ads, SEO MOZ, UX Wireframes	Social media listening platform- varies by project	WordPress, Shopify & Hubspot	n/a
	Google Search	None	Hubspot	None
Topics Covered	Digital Strategy-Conversion focus	Social Media Metrics and Measurement	domain, hosting, ssl, themes, plugins, ecommerce enablement	Marketing Technology Stack
	Customer Journey	Social Media Marketing (SMM) Planning Cycle	features, payment, checkout, apps, integration social media commerce	Omnichannel Data Collection
	Usability best Practices	Content Strategy, content mining and content effectiveness	Ecommerce strategy and options structure of websites, page structure, usability, seo, design, merchandising	DMP
	SEO-Strategy, Voice, Mobile	SMM Strategy and Tactics for Brand Awareness	Content management and curation	Advertising Platforms
	PPC- Strategy-Google Ads certifications	SMM Strategy and Tactics for Lead Generation	Hubspot-building website, blog pages, forms, email automation-rules, events, triggers	Search & Modeling
	Mobile marketing strategy & tactics	SMM Strategy and Tactics for Customer Relationship Management	Split A/B testing	Experience Optimization
	Social media strategy & tactics-top platforms evaluated	SMM ROI: Attribution and Analytics	Integration with social media platforms, web analytics, search console	Insight & Analysis Providers
	IoT, Drones, 3D printing and new technologies	Group project-real world data with the use of Social Media Listening Platform (e.g.)		Deep Learning & AI
	Web Analytics			

Course Code	MKT 6332	MKT 6330	MKT 6334	MKT 6380	MKT6vXX
Course Name	Advertising & Promotional Strategy	Brand Management	Digital Sales Strategy	Market Entry Strategies	Artificial Intelligence in Marketing
Pre or Co Requisites	Pre or coreq. MKT 6301	Prereq. MKT 6301	Pre or coreq. MKT 6301	MKT 6301 or ENTP 6370	OPRE 6301, OPRE 6359 or MKT 6379
Software Used	None	None	None	None	None
Topics Covered	Introduction to Advertising & Promotions	Brands & Brand Management	Explore the concept that disruption occurs in sales strategy as technology enhances the means of communicating and transacting business	Business Models, Value Chain, & Porter's 5 Forces	Module 1: Introduction to AI in Marketing
	Perspectives on Consumer Behavior	Customer-Based Equity	Identify the current technology trends that may impact sales strategy	Market Structures & Ecosystems	Module 2: Understanding AI Technologies in Marketing
	Source Factors; Message & Channel Factors	Brand Positioning	Discover and identify how existing firms have developed winning strategies in the face of technology trends.	Buyer Utility Map, Value Curve Analysis, Business Model Canvas, Job-To-Be-Done	Module 3: NLP Concepts and Techniques in Marketing
	Objectives & Budgeting for IMC Programs	Chose Brand Elements to Build Brand Equity	Social marketing and social selling	Marketing Positioning for Competitive Advantage	Module 4: Data Governance, Privacy, and Ethical Considerations
	Planning & Development of Creative Strategy	Integrated Marketing Communications to Build Brand Equity	Software as a service (SaaS)	Challenging the Incumbents: Changing the Rules; Entrepreneurial Judo	Module 5: ROI Considerations and Marketing Analytics
	Media Planning & Strategy	Leveraging Secondary Brand Associations to Build Brand Equity		Scaling the Business: Creating Sustainable Growth. Future Trends.	Module 6: Collaboration with Developers and Continuous Improvement
	Evaluation of Broadcast Media	Developing a Brand Equity Measurement & Management System			Module 7: Hands-on Project
	Evaluation of Print Media	Measuring Sources of Brand Equity			
	Sales Promotion	Measuring Outcomes of Brand Equity			
	International Advertising & Promotion	Designing & Implementing Branding Strategies			
	Special Topics, Cases, & Videos	Introducing and Naming New Products & Brand Extensions			