

MARKETING (MAR)

MAR 600 Graduate Marketing in Independent Study (1-9 credits)

MAR 620 Consumer Behavior (3 credits)

Explains how to apply concepts and techniques from the behavioral sciences (psychology, sociology, anthropology, economics and marketing research) to marketing management. Case studies are used to develop application skills.

Prerequisites: This course does not have a prerequisite.

MAR 635 Marketing Research (3 credits)

Examines the use of research as a tool for decision-making. Topics include: defining information needs, value of information, scientific method, exploratory research, questionnaire construction, sample design, field work, editing, tabulation, report writing and presentation. Credit Badge: Analytics.

Course Rotation: Fall and Spring

Prerequisites: MBA 806 with minimum grade of C.

MAR 640 Selling Skills and Managing the 21st Century Sales Team (3 credits)

Business development efforts in most companies require a sales team trained in the use of state-of-the-art selling techniques. They need to engage customers in the purpose of larger dollar sales opportunities requiring professional personal selling efforts within the context of integrated marketing communications. This course prepares the student for professional sales management positions in digital media sales as well as traditional high ticket sale opportunities. A hands-on learning experience enables the student to learn the skills required to become a professional salesperson. Emphasis is placed on helping the student build professional selling techniques for in-person presentations through extensive use of role playing professional selling situations to engage the client. Sales management topics include: building and managing the sales territory, developing competitive compensation plans, and goal setting for the sales team. Also, covers use of digital context management tools for managing the sales team (e.g. LinkedIn, Salesforce.com, Mapinfo, ArcInfo) and visualization tools (e.g. Tableau, Google Analytics) to build business development opportunities.

Course Rotation: NY; Fall

Prerequisites: MBA 806 with minimum grade of C.

MAR 641 Business to Business Marketing (3 credits)

Examines the differentiating aspects of industrial (business to business) marketing and how to develop appropriate strategies. Covers the topics of marketing management from this point of view of business markets. Extensive use is made of case studies.

Prerequisites: MBA 806 with minimum grade of B.

MAR 643 Interactive and Direct Marketing (3 credits)

Presents the use, application and theory of direct response marketing in the context of integrated marketing communications and new electronic media. Examines and evaluates direct marketing financial models for their strategic and tactical applications. Presents interactive marketing techniques and technologies and emerging metrics of global e-business. Requires students to develop strategic interactive marketing campaigns for business-to-business and/or business-to-consumer markets for traditional and electronic marketplaces.

Prerequisites: MBA 806 with minimum grade of C.

MAR 644 Customer Relationship Management (3 credits)

Focuses on customer relationship management (CRM) and the customer-driven, market-based management practices that enable a business to attract, satisfy, and retain customers profitably. Explores the proper use of CRM to more accurately evaluate the market place, evaluate competitors and their positioning, and determine the lifetime value of the customer. Focuses on techniques to track market conditions, market performance, and competition and develop superior customer solutions via benchmarking, customer analysis and value creation. Incorporates literature from academic and professional sources including current journal articles, white papers, case studies and software that focus on CRM issues. Classroom focus is primarily on case analysis and discussion.

Prerequisites: MBA 806 with minimum grade of C.

MAR 645 Advertising and Sales Promotion (3 credits)

Applies advertising and sales promotion, the most visible elements of the promotion function, to achievement of marketing management objectives. Topics include: objectives, targets, budgets, media, themes, measurement and research. Students are required to prepare promotion plans for existing or new products or services.

Prerequisites: MBA 806 with minimum grade of C.

MAR 646 Social Media and Mobile Marketing Strategies (3 credits)

This course builds on student skills in integrated, marketing communications by examining the role of social media and mobile communications as potential components of a campaign. Students will learn to research and write a situation analysis incorporating research in the digital arena, segment and target for digital strategies and understand consumer behavior and advertising responses to social media and mobile communications. Students will explore social media and mobile platforms, social media and mobile communication strategies, SMS communications, mobile web sites and mobile search will successfully integrate digital with traditional media. Students will work with a client to evaluate their current social media and mobile executions and develop digital strategies aimed at specific goals for a brand.

Course Rotation: Fall;NYC

Prerequisites: MBA 806 with minimum grade of C.

MAR 648 Foundations of Social and Mobile Technologies (3 credits)

This course will explore the technical foundations of social and mobile technologies, and consider their impact on digital marketing, as well as other business contexts. The potential for social and mobile technology to serve as a new profit center for firms will be explored. Student assignments will involve the hands on use and application of social and mobile technologies. Students will also learn how to create a simple mobile application for the iPhone, Android, or other relevant platforms. The final group project will consist of a social/mobile marketing project for a specific company or product.

Prerequisites: This course does not have a prerequisite.

MAR 649 Digital Marketing (3 credits)

This course explores the impact of the Internet and virtual commerce on marketing and the application of marketing theories, concepts, and tools to the world of e-business. The course objective is to integrate the business and market potential of the Web with the basic concepts and principles of marketing. Students will learn how to formulate and implement strategic Internet marketing plans, how to apply marketing concepts and tools to .com business strategy, and how to gain competitive advantage in traditional businesses by exploiting the power of the Internet.

Course Rotation: Fall

Prerequisites: MBA 806 with minimum grade of B.

MAR 650 Management of Marketing Channels (3 credits)**MAR 654 Marketing of Services (0-3 credits)**

Examines the role of service marketing in the economy. Discusses requirements of successful service marketing and obstacles encountered. The importance of understanding consumer expectations and perceptions is emphasized. Through conceptual review and case study analysis, students develop a business plan for a services marketing operation. Students who receive credit for this course may not receive credit for MAR 655.

Prerequisites: MBA 806 with minimum grade of B.

MAR 655 Marketing and Financial Services (3 credits)

Explains how to develop strategies for marketing by banks, insurance companies, stockbrokers, credit card and travelers check issuers, investment bankers and other marketers of financial services. Topics include: defining market segments, developing the service mix, marketing planning and implementation of plans. Case studies are used extensively. Students who receive credit for this course may not receive credit for MAR 645.

Prerequisites: MBA 806 with minimum grade of B.

MAR 657 Visual Analytics (3 credits)

This is an application oriented course aimed at developing skills in getting, exploring, manipulating, analyzing, and presenting business data using data visualizations. It will employ visualization software such as Tableau. Credit Badge: Analytics.

Course Rotation: NYC: Fall and Spring

Prerequisites: This course does not have a prerequisite.

MAR 658 Entrepreneurial Marketing (3 credits)

Covers the role of the product, price, place and promotion in a new venture. Examines creative marketing in a limited resource environment. Considers the fine art of guerrilla marketing tactics, the application of marketing concepts in a start-up situation, the issues, challenges and rewards of teamwork in a new venture setting. Students get hands-on experience developing a marketing plan for a small venture in a competitive environment. Includes an in-class competition.

Prerequisites: MBA 806 with minimum grade of C.

MAR 660 New Product and Service Planning and Development (3 credits)

Examines how to develop and market new products and services. Students learn all aspects of this important activity. Case studies are used extensively. Students create complete programs for new products or services.

Prerequisites: MBA 806 with minimum grade of B.

MAR 664 Predictive Analytics (3 credits)

Develops competence in a wide array of predictive analytical techniques used in business. Uses a case-based approach to enable application of analytical techniques to marketing activities such as segmentation, targeting, positioning, choice modeling, new product design, forecasting, advertising, promotion, and sales force management. Credit Badge: Analytics.

Course Rotation: NYC: Fall and Spring

Prerequisites: MBA 806 with minimum grade of C.

MAR 670 Special Topics in Marketing (3 credits)**MAR 673 Customer Intelligence (3 credits)**

Marketing departments are beginning to organize around the customer as opposed to the brand, product or channel to create more accountability of their programs and to be a true steward of the customer relationship. These marketers recognize the growing power of customers in shaping interactions with them, and the necessity of creating value for their customers. To meet this challenge marketers, require a better understanding of customer interactions. This can now be accomplished by tapping into information on customers' actions, sentiments, experiences, and communications with the firm and others in emerging social networks. This course examines how customer Interactions can and should be captured, measured and leveraged. This case-based course helps the marketing, CRM and Analytics practitioner develop existing and transformational skills and competencies required to compete in a more customer-centric digital age. A strategic intelligence framework will link competencies in customer insights, advanced analytics, artificial intelligence, scenario planning, digital and social media, business intelligence and experimentation together to drive greater and more Omni-Channel dialogue and relevant experience for the customer.

Course Rotation: NY:Fall- Odd Years, Spring - Even Years, Summer II

Prerequisites: MBA 806 with minimum grade of C.

MAR 675 Strategic Marketing Planning (0-3 credits)

Explains the responsibilities of the product (brand) manager with a focus on planning. Covers control systems, problems encountered during execution of plans and contingency plans. Students are required to prepare workable marketing plans.

Prerequisites: MBA 806 with minimum grade of C.

MAR 679 Value Creation (3 credits)

Rapid changes in communications technology and the globalization of markets have changed the way marketers plan and manage innovation. Communities of customers now play a much larger role in shaping innovation strategy and execution. Reflecting recent changes in how consumers interact with companies, this course focuses on topics such as engaging customers through the innovative use of technology, understanding consumers' group interactions that may affect their decision making processes as well as their perceptions of the value of products, services and brands. Special emphasis is placed on the dynamic methods of interaction with customers that optimize product development, distribution and alternative selling methods. This course integrates quantitative analyses, case studies and/or team projects to show how theory can be applied in real time problem-solving within a fiercely competitive marketplace.

Course Rotation: NYC: Fall and Spring

Prerequisites: This course does not have a prerequisite.

MAR 680 Seminar in Marketing (3 credits)

In-depth coverage of issues, emerging practices and problems facing marketing executives, researchers and decision makers. Topics presented are at the department's discretion and can vary from semester to semester. Representative topics include: pricing, brand management, direct marketing, retailing, telemarketing, specialty advertising, marketing ethics, consumer socialization, motivation theory and marketing models.

Prerequisites: MBA 806 with minimum grade of B.

MAR 680C Seminar: Marketing in a Changing Global Marketplace (3 credits)**MAR 680H Seminar in Marketing: International Marketing Field Study of Scandinavia (3 credits)**

Looks at the effects of sustainability and European Union integration on marketing activities in Scandinavian countries. Students will meet with business managers, educators and government officials to discuss issues and business practices. Students will study the cultural values and norms of Sweden and Denmark and participate in various cultural events and activities. Extensive use of Blackboard will be made to provide students with readings, case studies and web-assisted instructional materials. A research report incorporating the field experiences is due two weeks after the conclusion of the field study.

Prerequisites: MBA 806 with minimum grade of C.

MAR 680I Topic:Customer Intelligence (3 credits)

Marketing departments are beginning to organize around the customer as opposed to the brand, product, or channel in order to create more accountability of their programs and to be seen as a true steward of the customer relationship. These marketers recognize the growing power of customers in shaping interactions with them, and the necessity of creating value for their customers. To meet this challenge marketers require a better understanding of customers interactions. This can now be accomplished by tapping into information on customers' actions, sentiments, experiences, and communications with the firm and others in emerging social networks. This course examines how customer interactions can and should be captured and leveraged. This case-based course helps the marketing practitioner develop existing and transformational skills and competencies required to compete in a more customer-centric digital age. A strategic intelligence framework will link competencies insights, advanced analytics, scenario planning, digital and social media, business intelligence and experimentation together to drive together and more relevant dialogue with the customer.

Course Rotation: NY:Fall

Prerequisites: MBA 806 with minimum grade of B.

MAR 680L Special Topic in Marketing: Applied Integrative Interactive Marketing (3 credits)

Students work in small teams on the international challenge sponsored by the Direct Marketing Educational Foundation (DMEF) and participate in the Echo Competition. Students learn to apply interactive, direct and social marketing concepts to solve a real-world problem for a client.

Course Rotation: NYC: Spring

Prerequisites: This course does not have a prerequisite.

MAR 680N Seminar: Impact of Nafta on Marketing Strategies (3 credits)**MAR 680Q Special Topics in International Marketing Field Study-Brussels and London (3 credits)**

The International Marketing Field Study provides students with a unique opportunity to learn about business customs and practices in different cultures through intensive study and travel in a foreign country. Students will meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of the country being visited and participate in various cultural events and activities. Prior to departure, students are required to have an approved research topic which will be developed during the field study. A research report incorporating the field experiences is due two weeks after the conclusion of the field study.

Course Rotation: Fall;NY:PLV

Prerequisites: MBA 806 with minimum grade of C.

MAR 680T International Field Study: Singapore and Malaysia (3 credits)

The International Marketing Field Study course provides students with an introduction to two leading southeast Asian economies, Singapore and Malaysia with a focus on marketing, keeping in mind the infrastructure and development. This course offers students the unique opportunity to study the cultural values and norms of two countries, and participate in various cultural events and activities. Upon arrival in the country, students will meet with educators, leading business professionals and embassy officials to discuss cutting edge business practices. In the fall term, students will present case studies, meet with embassy officials in NY, debate contemporary business topics and prepare reports pertaining to company visits. Upon the return, students will submit research reports pertaining to company visits.

Course Rotation: NYC: Fall, Odd years

Prerequisites: This course does not have a prerequisite.

MAR 680V Seminar in Marketing: Field Study of Emerging Markets and Technology in India (3 credits)

The International Marketing Field Study provides students with a unique opportunity to learn about business customs and practices in different cultures through intensive study and travel in a foreign country. Students will meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of the country being visited and participate in various cultural events and activities. Prior to departure, students are required to have an approved research topic which will be developed during the field study. Extensive use of Blackboard will be made to provide students with readings, case studies and web-assisted instructional materials. A research report incorporating the field experiences is due two weeks after the conclusion of the field study. Open to all MBA students and Lubin Leaders and Scholars with appropriate prereqs.

Prerequisites: MBA 806 with minimum grade of C.

MAR 680W Field Study:Vietnam (3 credits)

The International Marketing Field Study provides students with a unique opportunity to learn about business customs and practices in different cultures through intensive study and travel in a foreign country. Students will meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of the country being visited and participate in various cultural events and activities. Prior to departure, students are required to have an approved research topic which will be developed during the field study. A research report incorporating the field study experiences is due two weeks after the conclusion of the field study.

Prerequisites: This course does not have a prerequisite.

MAR 680X Data Mining Using SAS (3 credits)

Develops skills in transforming business data into actionable information. Uses various predictive modeling tools such as decision trees, neural networks, and regression and pattern discovery tools such as cluster analysis, market basket analysis, and text analytics. Analysis conducted using SAS software such as Enterprise Miner, Text Miner, Enterprise Guide and Forecast Studio.

Course Rotation: Spring

Prerequisites: MBA 806 with minimum grade of C.

MAR 681 International Marketing (0-3 credits)

Applies marketing management concepts to the international environment. Analyzes international marketing programs, focusing on cultural and institutional differences and the application of the marketing mix to adapt to and make use of these differences.

Prerequisites: MBA 806 with minimum grade of C.

MAR 692Q Research Project (3 credits)

Students conduct an individual research project of their own design. Results are analyzed, interpreted and presented in a written report. Restrictions/Requirements: Advanced standing required and Department Approval Required.

Prerequisites: MAR 635 with minimum grade of C.

MAR 695 Marketing Internship (3 credits)

As opportunities become available with cooperating companies in the area, marketing majors with strong academic records will be selected to undertake a carefully planned work experience that will integrate the practical application of their classroom training. Students will maintain a weekly-log which will be reviewed periodically with the supervising faculty member, and will be required to prepare a rigorous industry analysis or research paper as dictated by the industry/economic/service sector to which the sponsoring internship provider belongs. Students will explore in their research the relationship between theory and practice based upon their internship experiences. Interns are supervised by a faculty member in the Marketing Department. Interested students majoring in management should contact the Marketing Department in White Plains or New York. Permission of the Department Chairperson or Graduate Program Chairperson is required.

Prerequisites: MBA 806 with minimum grade of B.