Marketing (MKTG)

marketing.business.uconn.edu

5115. Marketing Management

Three credits. Prerequisite: Open only to MBA students, others with consent. Not open to students who have passed MKTG 5182.

A strategic and analytical approach to marketing decisions. Students will develop basic proficiency with key marketing concepts and skills including: identifying opportunities and threats in the market environment; forecasting market growth; evaluating customers and competitors; segmenting, targeting, and positioning; determining product, price, place and promotion components of marketing strategies; and assessing marketing performance.

5181. Customer Insights and Marketing Opportunity

1.5 credits. Prerequisite: Open only to MBA students, others with consent. Not open to students who have passed MKTG 5182.

A strategic and analytical approach to marketing decisions. Students will develop basic proficiency with key marketing concepts and skills including: identifying opportunities and threats in the market environment; forecasting market growth; evaluating customers and competitors; and segmenting, targeting, and positioning.

5182. Managing and Delivering Customer Value

1.5 credits. Corequisite: MKTG 5181.

Builds on the strategic perspective developed in MKTG 5181. Students will learn how to determine product, price, place and promotion components of marketing strategies and how to assess marketing performance.

5220. Big Data and Strategic Marketing

Three credits. Prerequisite: MKTG 5115 or MKTG 5181 and 5182; OPIM 5103 or 5603, or BADM 5180 and 5181.

Offers students the tools to analyze "big" data, to identify patterns that have actionable marketing value. Students will gain hands-on exposure to advanced analytical tools such as neural networks, market basket analysis, sequence detection, text mining, and use of state-of-the-art business modeling software to apply course concepts. Applications include financial services, retail, advertising, insurance, health care and human resources. Directed at students preparing for positions in digital analytics, digital marketing, marketing research, and consulting.

5230. New Product and Service Innovation Management

Three credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182.

Framework and analytical tools for managing innovation based on best practices and research evidence. Students will learn how to enhance opportunities for innovation, how to identify ideas to pursue, how to integrate marketing and R&D in new product/service development, how to forecast sales, how to accelerate the new product process from design to commercialization, and how to make product investment decisions in both mature and emerging technologies under conditions of uncertainty. Directed at students preparing for positions in product management, product development and innovation, and consulting.

5250. Marketing Research and Intelligence

Three credits. Prerequisite: MKTG 5115 or MKTG 5181 and 5182; OPIM 5103 or 5603, or BADM 5180 and 5181.

Introduction to methods and techniques used to gain customer and market insights through marketing research. Students will learn how to identify the most appropriate research techniques to answer particular marketing questions, how to design studies for maximum insight, and how to analyze and critically read results. Qualitative and quantitative approaches will be covered. Directed at students preparing for positions in marketing research, digital analytics, consulting, product and brand management, and product development and innovation.

5251. Marketing and Digital Analytics

Three credits. Prerequisite: MKTG 5115 or MKTG 5181 and 5182; OPIM 5103 or 5603, or BADM 5180 and 5181.

Provides a framework for using website and social media analytics tools to support marketing decisions. Students will gain hands-on experience using basic and advanced analytical tools to analyze markets, gain insights from social media and respond in real time to online consumer behavior, forecast sales, profile and target customers, and develop pricing and promotion strategies. Directed at students preparing for positions in digital analytics, digital marketing, consulting, product and brand management, customer management, and integrated marketing communications.

5625. Marketing for Global Competitiveness

Three credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182.

A dynamic approach to competitive marketing strategy in domestic and global markets. Students will learn how to analyze customers and competitors and how to conduct country and product portfolio analysis to develop effective strategies over the product life cycle and in different global markets. Strategies for market pioneers, late entrants, mature, and declining markets, as well as perspectives on the effects of cultural, political, economic, and institutional factors, are covered. Directed at students preparing for positions in global marketing strategy, consulting, and product and brand management.

5640. Integrated Marketing Communications in the Digital Age

Three credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182.

A strategic approach to the design, coordination, integration, and management of marketing communications. Students will develop an integrated marketing communications campaign using traditional, social, and mobile media with an emphasis on the competitive and strategic value of communications in the marketplace. Directed at students preparing for positions in integrated marketing communications, digital marketing, product and brand management, and customer management.

5650. Strategic Brand Management

Three credits. Prerequisite: MKTG 5115 or MKTG 5181 and 5182; OPIM 5103 or 5603, or BADM 5180 and 5181.

Provides an advanced understanding of customer behavior to build, leverage, and enhance brand equity. Students will learn how to strategically position brands; build and leverage brand communities; measure brand assets and brand performance; and manage domestic and global brands and brand extensions. Directed at students preparing for positions in product and brand management, integrated marketing communications, digital marketing, and consulting.

5655. Pricing and Revenue Management

Three credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182.

The strategy and tactics of pricing, with an emphasis on revenue management. Students will learn how to develop dynamic pricing strategies that account for changing customer demand, differences across customer segments and markets, competitive pricing strategies, and the role of pricing in loyalty programs, managing product inventory, and price-quality relationships. Students use analytic tools to apply course concepts to revenue management. Directed at students preparing for positions in product and brand management, digital analytics, and consulting.

5660. Customer Insights

Three credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182.

A systematic framework for understanding consumer and business buying behavior to inform marketing decisions. Students will examine internal and external influences on behavior including information search, choice processes and biases, product usage, satisfaction, loyalty, and word-of-mouth. Directed at students preparing for positions in product and brand management, digital marketing, integrated marketing communications, and marketing research.

5665. Digital Marketing

Three credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182.

A framework for developing marketing strategies in digital environments. Students will learn how to develop integrated digital marketing management strategies in pursuit of long-term marketing objectives. Directed at students preparing for positions in digital marketing, digital analytics, brand and customer management, integrated marketing communications, and consulting.

5894. Seminar

Variable (1-6) credits. Prerequisite: MKTG 5115, or MKTG 5181 and 5182. May be repeated for credit.

Investigation and discussion of special topics in marketing.

5895. Special Topics in Marketing

Variable (1-6) credits. Prerequisite: Instructor consent. May be repeated for credit.

Faculty-student interaction on a one-to-one basis involving independent study of specific areas of marketing. Emphasis, selected by the student, may be on theoretical or applied aspects. A written report is required.

6200. Investigation of Special Topics

Variable (1-6) credits. Prerequisite: Open only to students in the Marketing doctoral program. May be repeated for credit.

6202. Introduction to Consumer Behavior

Three credits. Prerequisite: Instructor consent.

Major research topics in consumer behavior, such as theory development and testing, judgment and decision-making, information search, memory, attitude theory, learning, group and interpersonal influence.

6203. Introduction to Quantitative Applications in Marketing

Three credits. Prerequisite: Instructor consent.

Techniques and concepts of quantitative marketing modeling. Topics would typically cover: empirical models such as brand choice models, purchase quantity models, purchase timing models, related estimation issues such as heterogeneity and endogeneity, basic microeconomic and industrial organization models, and the use of such models in marketing applications such as pricing, channel strategies, customer word-of-mouth and retail competition.

6209. Introduction to Research in Marketing

Three credits. Prerequisite: Instructor consent.

Introduces the contents and nature of academic marketing research. Topics typically include: an introduction to the area of marketing, theory development in marketing, research and the research process in marketing, a typology of research areas in marketing, a survey of research techniques in marketing (including qualitative, experimental, survey based, econometric, and analytical), and a survey of the base disciplines upon which marketing draws for theory (psychology, economics, and sociology).

6210. Strategic Applications in Marketing

Three credits. Prerequisite: Instructor consent.

This survey course acquaints students with the state of the art in strategic marketing. Topics are subject to change at the discretion of the instructor, but would typically cover strategic issues related to products, firms, customers and competition.

6211. Multivariate Analysis in Marketing

Three credits.

An overview of various multivariate statistical methods. Topics are subject to change at the discretion of the instructor, but would typically cover: discriminant, canonical, cluster, and factor analysis; multidimensional scaling; and conjoint, logit, probit and tobit analysis. Hands on experience in use of these methods will be provided; the primary focus will be on marketing applications.

6212. Socio-cultural Aspects of Consumer Behavior

Three credits. Prerequisite: Instructor consent.

The socio-cultural aspects of consumer behavior, such as consumer identity, consumption signs and symbols, cross-cultural consumption, class, culture and consumption, consumption practices, transformative consumer research, and historical and ethnographic perspectives on consumer behavior.

6213. Advanced Quantitative Applications in Marketing

Three credits. Prerequisite: MKTG 6203 or the equivalent as determined by the instructor.

Advanced topics and recent developments in quantitative marketing. Current topics may include dynamic structural models, numerical dynamic programming, learning models, entry and exit, and multi-category models. Students use these models and methods with empirical data to address marketing problems.

6296. Special Topics: Progress toward Qualifying Paper

Three credits. Prerequisite: Open only to students in the Marketing doctoral program.

Independent study under faculty supervision in area chosen for doctoral student's qualifying paper. Satisfactory progress on qualifying paper (including literature review and research conceptualization) is required. Student can also develop research design, conduct pilot studies, refine questionnaires and measures, or develop a framework for model specification and model estimation. A written report is required.