



MS in Marketing Course Descriptions

Marketing Management

This course provides a solid foundation in modern marketing from a strategic, general management perspective. Concepts and techniques presented address competitive analysis, segmentation, positioning strategy, and marketing decisions that support an effective marketing strategy. To reflect the scope of today's business world, the course examines marketing across various, diverse contexts and perspectives, including domestic and international, products and services, and others.

Marketing Research Methods

Marketing research is an organized way of developing and providing information for decision-making purposes. This course focuses on both qualitative and quantitative aspects of marketing research and how they help managers in addressing substantive marketing problems such as market segmentation, estimating market potential, forecasting, developing advertising and pricing policies, and designing and positioning new products.

Consumer Choice & Behavior

Understanding how consumers feel, think, choose, consume, and evaluate is a foundation of business success. Discovering strategic consumer insights is both an attitude and a practical skill. It goes beyond surface-level intuitions, and involves venturing into the unknown and encountering consumers in uncharted territories, examining and analyzing their behavior critically, and uncovering bits of truth that can steer managerial action.

Business Communication

Oral and written communication skills are critical to success in the marketing field. This course presents communication as integral to management and marketing strategy. This course introduces the basics of communication strategy: audience analysis, communicator credibility, message construction, and delivery. It will enhance your abilities to design effective messages, from concept to delivery.

Advertising Strategy & Social Media

From Facebook to LinkedIn, Twitter and YouTube, firms and individuals are embracing social media platforms at an ever increasing pace. Learn how strategic marketing communications has changed due to the rise of social media and master relevant skills and knowledge required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer interactions. Study consumer interactions, various social media channels available to marketers, how to build and track social marketing strategies.



Advanced Social Media

If you are one of the over a billion registered users of Facebook, then you are familiar with using social media. But what is social media exactly? And how does it differ from other forms of media? We answer these questions as we explore how the buzz word “social media” has evolved and transformed the way we think about both marketing and how we communicate with each other. Most importantly, we will learn how to apply the practices and tools of social media marketing by observing, analyzing, and experimenting.

Brand Management

In this course, you will develop a deep understanding of brand structure and its importance in marketing. We will focus on management of brand equity, i.e., the value of the brand to the organization. Specific topics include defining and measuring brand equity, branding a service, launching a new brand, brand positioning, building and leveraging a brand, strategic brand management, and brand extension.

Digital Media

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. This course is a combination of research and industry: it is a project-based course that explores emerging practices and trends in digital media with an emphasis on interactive environments including electronic marketing and commerce.

Data Mining for Business Analytics

With the increasing availability of Big Data, the ability to understand, analyze and interpret it has become extremely important in the current job market. This course will equip you with in-demand business analytics skills. The class will be hands-on with an emphasis on the "know-how" aspect - how to extract and apply data mining to improve business decision-making and marketing strategies. The concepts you learn in this course will help you identify opportunities in which business analytics can be used to improve performance and support important decisions.

Marketing Capstone

In the Capstone, students create a marketing plan and fully integrated campaign including digital and social media for a real company. Students apply the strategic marketing knowledge and tools they've learned to increase the spending rate of current customers and cost-effectively acquire new customers. They integrate strategic marketing mix elements with corporate goals and maximize the benefits of e-commerce technology. And they discover cutting-edge strategic marketing models and their real-world applications.