

MKT 9703 MARKETING MANAGEMENT

Semesters offered: Fall & Spring

Credits: 3.0

LEARNING GOALS

This course will provide an extensive overview of topics in marketing management. It will include a vast array of frameworks to analyze and make decisions related to how a company delivers value to consumers/ customers and manages their journey towards brand loyalty.

SKILLS GAINED

- How to evaluate market opportunities and select target markets.
- How to think about marketing profitability.
- How to develop a value proposition for a product.
- How to manage a brand.
- How to develop marketing strategies.
- How to write a marketing plan.
- How to calculate the financial value of a customer.
- How to manage the customer journey.

TYPES OF ASSIGNMENTS

- Individual case write-ups and analysis
- Final Group project
- Midterm Exam
- Class Participation.

BUSINESS PROBLEMS ADDRESSED

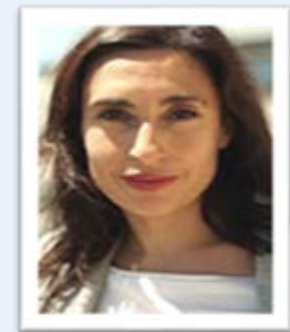
Industries: Consumer Goods, Financial Services, Tech, Biotech, B2B.

A TYPICAL CLASS

We will use a variety of approaches like a few lectures, but mainly case studies, a final group project (a marketing plan for a new product), current articles, and class discussion.



PROFESSOR BIO



Prof. Ana Valenzuela, Ph.D.,

Prof. Valenzuela began her professional career with AC Nielsen, serving as a marketing consultant involved in multi-country projects making recommendations on pricing, promotional optimization, and in-store strategies for CPG markets. In addition, she worked in marketing research and insight generation for PubliEspana (TV5), The Advisory Board Company, Hello America and the International Monetary Fund (IMF). She has published widely, her articles on consumer psychology and decision-making appearing in numerous leading journals. Her research has been featured in mainstream publications such as the NY Times, the Sunday Times and the Star Tribune among others.