

# BUMK - MARKETING

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## **BUMK701 Marketing Research Methods (2 Credits)**

The process of acquiring, classifying and interpreting primary and secondary marketing data needed for intelligent, profitable marketing decisions. Evaluation of the appropriateness of alternative methodologies, such as the inductive, deductive, survey, observational, and experimental. Recent developments in the systematic recording and use of internal and external data needed for marketing decisions.

**Prerequisite:** BUSI650 and BUSI630.

**Credit Only Granted for:** BMGT752 or BUMK701.

**Formerly:** BMGT752.

## **BUMK706 Marketing Analysis (2 Credits)**

Introduction to modeling tools used to support marketing analysis and decision making. Applications in strategic marketing, marketing segmentation, new product development, sales promotion analysis, pricing, design of marketing mix, sales force allocation, and direct marketing. Spreadsheet driven cases and illustrative readings.

**Prerequisite:** BUSI650.

## **BUMK715 Consumer Behavior (2 Credits)**

Analysis of customer decision-making and how marketing strategy can be used to influence those decisions. The framework is a buyer behavior model, in which concepts from psychology, sociology, and economics are applied to individual and organizational purchase decisions. Marketing strategies of leading firms in consumer products, technology, and services (including internet services) are analyzed using a variety of case study formats. Focus is consumer behavior; however, principles can also be applied to the decision-making of business.

**Prerequisite:** BUSI650.

**Restriction:** Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)).

**Credit Only Granted for:** BMGT754 or BUMK715.

**Formerly:** BMGT754.

## **BUMK716 Brand Management (2 Credits)**

Brand names are valuable assets for firms. Effective brand management is critical to maintaining the long-term profitability of products and services. Topics include understanding brands from the customer's perspective, building brand equity, measuring brand equity, leveraging brand equity, managing brand portfolios and managing brands over time.

**Prerequisite:** BUSI650.

**Restriction:** Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)) ; or permission of BMGT-Robert H. Smith School of Business.

## **BUMK717 Integrated Marketing Communications (2 Credits)**

Marketing communications are a complex but critical component of marketing strategy. Topics include communication tools: advertising, sales promotions, corporation communications, one-on-one or direct marketing, public relations, internet communications, sponsorship/events marketing, and marketing communication plans: defining objectives, implementing the plan, and measuring communications effectiveness. Achieving integration in the content, look, and feel of all marketing communications is stressed.

**Prerequisite:** BUSI650.

**Restriction:** Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)) ; or permission of BMGT-Robert H. Smith School of Business.

## **BUMK720 Marketing Strategy (3 Credits)**

Introduces students to the fundamentals of marketing. This course combines lectures, readings, case analyses and a competitive simulation. A significant part of the course involves a competitive computer-based simulation in which student teams leverage marketing data and metrics to make marketing decisions for an organization that is competing in a market against other student teams in the class.

**Restriction:** Permission of BMGT-Robert H. Smith School of Business; or must be in Business and Management (Master's) program.

**Credit Only Granted for:** BUMK758B or BUMK720.

**Formerly:** BUMK758B.

## **BUMK722 Customer Equity Management (2 Credits)**

Focuses on managing customers of a business, whether in B2B or B2C space, as a portfolio of equity; understanding the current and future value of customers to the business; selective acquisition, development, and retention of customers using latest developments in information technology.

**Prerequisite:** BUSI650.

**Restriction:** Must be in one of the following programs (Business and Management (Master's); Business and Management (Master's)).

**Credit Only Granted for:** BUMK722 or BUMK750.

## **BUMK724 Customer Analysis (3 Credits)**

Focuses on the analysis of customer decision-making and how marketing strategy can be used to influence those decisions. The framework used is the buyer behavior model, in which concepts from psychology, sociology, and economics are applied to individual and organizational purchase decisions. Marketing strategies of leading firms in consumer products, technology, and services (including internet services) are analyzed using a variety of case study formats.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758D or BUMK724.

**Formerly:** BUMK758D.

## **BUMK726 Statistical Programming for Customer Analytics (3 Credits)**

Provides students with a foundation in probability and statistics with a focus on business applications. It also gives students a foundation for thinking in both likelihood and Bayesian frameworks. The course teaches students the basics of SAS, as well as its use in statistical analysis and statistical programming. Also addressed are basic SAS language structure, data management, OLAP, enterprise miner, statistical analysis, writing procedures.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758E or BUMK726.

**Formerly:** BUMK758E.

## **BUMK731 Business-to-Business Marketing (2 Credits)**

Focus is large fraction of marketing activity directed at organizational customers (businesses, non-profits and government). Marketing strategies, tactics and analytical tools most relevant when marketing to organizational customers are covered. Readings, cases and term paper contribute to understanding how to build long term buyer/seller relationships. Course is appropriate for anyone interested in understanding relationships between organizations, including vertical strategic alliances.

**Prerequisite:** BUSI650.

**BUMK736 Service Marketing and Management (2 Credits)**

Examines special challenges service marketing poses for managers because of the intangible, heterogeneous nature of the product, and the critical role of customer contact employees in service delivery. Strategies for meeting these challenges are addressed. Topics include 1) customer relationship management, 2) the design and execution of the service delivery process, 3) the development and implementation of employee customer service skills, 4) the measurement and management of critical outcome variables, such as customer satisfaction, customer equity, and customer lifetime value, and 5) the role of emerging technology in customer service.

**BUMK742 Marketing Analytics for Consulting (3 Credits)**

The analysis of marketing data needed for profitable marketing decisions. Advanced methods of marketing analysis for marketing decisions, including choice and count data models, joint analysis of consumers choice, quantity and timing decisions, mixture and mixture regression models, and conjoint analysis, all using data-based cases and SAS software. Applications are in the areas of strategic marketing, marketing segmentation, eye tracking for advertising effectiveness, new product development, sales promotion analysis, pricing, design of marketing mix, and direct marketing.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758K or BUMK742.

**Formerly:** BUMK758K.

**BUMK744 Marketing Research and Analytics (3 Credits)**

Provides a review of primary data collection methods for marketing data. Students will learn how to design and implement effective confirmatory research. Both direct methods such as surveys and indirect methods such as experiments will be covered. In this hands-on course, students will design and conduct research with target customers, analyze the data, and then present their results to decision makers.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758L or BUMK744.

**Formerly:** BUMK758L.

**BUMK746 Data Science for Customer Analytics (3 Credits)**

An introduction to data science and the basic concepts of database management. The course also provides an overview of the various sources of in house data that are available to many organizations. Students will learn how to work with click stream, scanner panel and social media data. Geo-demographic datasets will be discussed and explored, and techniques for data-fusion will receive ample attention.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758W or BUMK746.

**Formerly:** BUMK758W.

**BUMK747 CRM Analytics (2 Credits)**

Customer Equity Management and Customer Relationship Marketing focuses on selective acquisition, development and retention of customers aided by developments in information technology and analytics - databases, online channels, social media, mobile technologies, and marketing analytics - with the objective of increasing a firm's customer equity (firm's value). This course will focus on the conceptual foundations of customer equity and relationship management, their strategic implications, and implementations in both B-2-B and B-2-C contexts, especially in the emerging era of big data. The course will provide insights into the role of measuring and managing customer equity and customer loyalty using online and offline media and channels. The objective of the course is to examine the strategic and analytical aspects in equal measure so that participants will have a deeper understanding of the power of customer equity and customer analytics, and how to put it to work effectively using data, big or small.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith.

**Credit Only Granted for:** BUMK758R or BUMK747.

**Formerly:** BUMK758R.

**BUMK750 Customer Equity Management (2 Credits)**

Managing customers of a business, whether in B2B or B2C space, as a portfolio of equity. Understanding the current and future value of customers to the business. Topics include selective acquisition, development, and retention of customers using latest developments in information technology.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK722 or BUMK750.

**BUMK757 Marketing Strategy (2 Credits)**

A capstone marketing course. Marketing strategies designed to manage products in selected market segments. Topics covered include competitor analysis, buyer analysis, market segments, and product strengths and weaknesses; product related issues are identified and marketing strategies developed, assessed and implemented.

**Prerequisite:** BUSI650.

**Credit Only Granted for:** BMGT757 or BUMK757.

**Formerly:** BMGT757.

**BUMK758 Special Topics in Marketing (1-4 Credits)**

Selected advanced topics in the various fields of graduate study in marketing.

**Restriction:** Permission of BMGT-Robert H. Smith School of Business.

**Repeatable to:** 9 credits.

**Formerly:** BMGT798.

**BUMK759 Independent Study in Marketing (1-6 Credits)**

Independent study for Masters students in Marketing.

**Repeatable to:** 6 credits if content differs.

**Formerly:** BMGT708.

**BUMK760 Business Policies and Ethics (2 Credits)**

The standards of business conduct, morals and values as well as the role of business in society. Students will consider the sometimes conflicting interests of and claims on the firm and its objectives.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758F or BUMK760.

**Formerly:** BUMK758F.

**BUMK762 Business Communication I (1 Credit)**

A study of the standards of business conduct, morals and values as well as the role of business in society. Students will consider the sometimes conflicting interests of and claims on the firm and its objectives.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758H or BUMK762.

**Formerly:** BUMK758H.

**BUMK764 Business Communications II (1 Credit)**

Teaches students how to communicate quantitative information effectively. Focuses on developing written, spoken and presentation skills.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758G or BUMK764.

**Formerly:** BUMK758G.

**BUMK766 Digital Analytics (2 Credits)**

Examines the process of developing, implementing and analyzing strategies for successfully marketing a variety of existing and potential products and services on the Internet. Special attention is devoted to the tools and techniques unique to the electronic media.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758N or BUMK766.

**Formerly:** BUMK758N.

**BUMK770 Retail Analytics (2 Credits)**

Planning and implementing retail marketing strategies often involve sophisticated analytics. This course will teach the analytical tools needed to develop retail strategies. Both store and non-store (catalog, Internet) retailing are discussed. Also, students will learn how to evaluate the impact of environmental trends in the consumer market, competition, the economy and technology on retail strategy in the U.S. and global market.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758M or BUMK770.

**Formerly:** BUMK758M.

**BUMK772 Innovation Analytics (2 Credits)**

The economic success of many firms depends on their ability to accurately identify needs of their customers and efficiently innovate – i.e., develop new products, new services, or new processes – in order to meet those needs. Achieving this goal is a multi-disciplinary initiative. In this course, we focus on key analytics driven decisions faced by managers when approaching this important task of innovation from the customer centric perspective of a marketer.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758Y or BUMK772.

**Formerly:** BUMK758Y.

**BUMK773 Pricing Analytics and Strategies (2 Credits)**

The economic and behavioral aspects of pricing and the evaluation of innovative pricing practices such as price matching, customized pricing, bundle pricing and product line pricing. The course will cover both B2B, B2C, online and offline markets. Instruction will be through a mix of case studies, pricing simulation games, hands-on exercises, practitioner guest lectures and discussions.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758J or BUMK773.

**Formerly:** BUMK758J.

**BUMK774 Market Forecasting (2 Credits)**

Market forecasting methods for different contexts. Focus on quantitative modeling techniques based on established statistical methods. Non-statistical methods used when empirical data is scarce. This is a very hands-on class where students will apply the forecasting methods learned to real data.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758A or BUMK774.

**Formerly:** BUMK758A.

**BUMK776 Action Learning Project (2 Credits)**

Students analyze marketing data, report their findings and provide appropriate recommendations.

**Restriction:** Must be in Business and Management (Master's) program; or permission of BMGT-Robert H. Smith School of Business.

**Credit Only Granted for:** BUMK758Q or BUMK776.

**Formerly:** BUMK758Q.

**BUMK790 Business Communications (2 Credits)**

Through analysis and practice of communication strategies adopted by business professionals, students learn to create compelling written, oral, and visual presentations centered around data.

**Restriction:** Must be in a Business and Management (Master's) program; or permission of BMGT-Robert H Smith School of Business.