



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

Undergraduate Marketing Electives

A Career-Based Introduction

(2010-2011)

Marketing Department

Course Recommendations Based on Career Relevance

| Career Paths/Job Functions | Marketing Electives (BMGT) | | | | | | | | | | |
|----------------------------------|----------------------------|-----|-----|------|------|-----|-----|------|------|-----|------|
| | 352 | 353 | 450 | 451* | 452* | 454 | 455 | 457* | 458C | 484 | 498A |
| Marketing Careers: | | | | | | | | | | | |
| Brand/product management | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |
| Service marketing | 2 | 2 | | 1 | | 1 | 1 | 1 | 1 | 2 | |
| Advertising/media planning | 2 | | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 |
| Public relations | | | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| Marketing research | 1 | 2 | 1 | 1 | 1 | 2 | | 1 | 2 | 2 | |
| Retailing | | 1 | | 1 | | 1 | 1 | 1 | 1 | 1 | 1 |
| E-commerce | 2 | 1 | 2 | 2 | | 2 | 2 | 1 | | 1 | 1 |
| Key account management | | | | | | | 1 | 1 | | 2 | |
| Direct marketing | | | 2 | 1 | 2 | | 2 | 1 | | 1 | |
| Sales management/sales | | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 2 | 1 |
| Marketing intelligence officer | 2 | 2 | | | 1 | | | | | | |
| Customer relationship manager | | 2 | | 2 | | | | | | | |
| | | | | | | | | | | | |
| Other Careers: | | | | | | | | | | | |
| Consulting | 2 | 2 | | 2 | 1 | 1 | | 1 | 2 | | |
| Financial analyst | | 2 | | | | | | 2 | | | |
| General management | 1 | | | 1 | 1 | 1 | | 1 | 2 | | 2 |
| Computer information systems | | | | | | | | | | 2 | |
| Web designer/manager | | | | | | | | | | 1 | |
| Investment banking | | 2 | | | | | | | 2 | | |
| Entrepreneurship/venture capital | 1 | 2 | | | | 2 | | 2 | | | |
| Financial services | 2 | | | | | | | | 1 | | |
| Professional services | 2 | | | | | | | | 2 | | |
| Operations management | 2 | | | | | | | | | | |
| | | | | | | | | | | | |

1 = Essential; 2 = Recommended.

*: Required for all marketing majors.

- BMGT352: Customer Centric Innovation
- BMGT353: Retail Management
- BMGT450: Integrated Marketing Communications
- BMGT451: Consumer Analysis
- BMGT452: Marketing Research
- BMGT454: International Marketing
- BMGT455: Sales Management
- BMGT457: Marketing Policies and Strategies
- BMGT458C: Service Marketing
- BMGT484: Electronic Marketing
- BMGT498A: Design in Marketing

BMGT352: CUSTOMER CENTRIC INNOVATION

Credit Hours: 3

Instructor: Yogesh V. Joshi

Pre-requisites: BMGT350 “Marketing Principles”

Course Overview:

This course studies the process of innovation. The primary objective of this course is to understand and overcome the challenge of bringing to market elegant and efficient solutions to strong customer needs. This is a fundamental challenge, and is relevant whether you work for a startup or a large company, whether you sell products or services, and whether your customers are individual consumers or companies.

Learning Objectives:

- In this class, we will discuss innovation, the process of innovation and the various decisions encountered by managers involved in the process of innovation.
- We focus primarily on state of the art frameworks, approaches, concepts and models that have been recently validated by innovative companies for addressing these managerial decisions.
- The course is structured along the steps of the innovation process: starting with Opportunity Identification and Concept Generation (topics include disruptive innovations, blue ocean strategies, lead user methods, techniques for identifying opportunities internally as well as externally, ideation techniques, innovation templates, open innovation, and methods to screen and select opportunities as well as concepts), and followed by Design and Testing (topics include positioning, prototyping and product specifications, design optimization using conjoint analysis, innovation toolkits, innovation diffusion, pretest and test markets, and prediction markets).
- We will also discuss some issues related to Launch (topics include buzz marketing, pricing, and continuous improvement).

Along with lectures and case discussions, a significant activity of this course is a concurrent group project. This project provides an opportunity to continuously apply the process, concepts, and methods we learn in class to the development of an innovation: a new product or service.

Career Relevance:

Innovation is inherently an interdisciplinary topic, so students from across many disciplines might find this class relevant and interesting. Apart from marketing majors, those interested in operations, general management, strategy, entrepreneurship might find these topics very relevant. Specifically, job functions that might benefit from this course are those that involve understanding customer needs, generating opportunities and ideas for developing new products and services, translating customer voices into product requirements, design optimization from a customer needs perspective, screening and testing concepts, and preparing for launching an innovation.

BMGT353: RETAIL MANAGEMENT

Credit Hours: 3

Instructor: Jie Zhang

Pre-requisites: BMGT350 “Marketing Principles”

Course Overview:

This course introduces students to the basic concepts in retail management and provides a systematic coverage of strategic and tactical decisions faced by retailers. In addition, it introduces students to the most recent trends and issues in the retail industry. It is a survey course intended to present a diverse body of information about retailing. The emphasis is on the application of marketing concepts and frameworks in analyzing and solving real-world problems faced by retailers. As such, the course not only covers strategic and tactical issues of retailing, but also teaches students analytical tools and frameworks to tackle these problems and improve decision making. Various retail sectors and a broad array of retailers are examined to illustrate the concepts and facilitate learning.

The specific topics covered in the course are organized into four major components: 1. an overview of the retail industry and basic performance measures; 2. retail strategic considerations (target market, retail format, how to achieve sustainable competitive advantages); 3. retail mix decisions to implement the strategies (e.g., location, merchandise assortment, pricing, communications, sales promotions, store layout and design, etc.); 4. recent trends and important developments in the retail industry (e.g., category management, private label strategies, loyalty programs, online retailing, multi-channel retailing, and globalization of retailing).

Learning Objectives:

- To be familiar with the basic concepts and issues involved in retail management;
- To be knowledgeable about recent trends and important developments in the retail industry;
- To be able to critically analyze a retailer’s business environment, strategic direction, retail format and implementation, and performance and profitability;
- To be equipped with analytical tools to identify areas for improvement and to make decision recommendations for a wide range of retail strategic and tactical issues.

Career Relevance:

The impact of retailers and retailing business is far-reaching in the entire economy. Therefore, a thorough understanding of the retail industry and retail management is directly relevant to a variety of businesses and job functions. This course will be particularly useful for students who are interested in pursuing one of the following career paths:

- Retail managers, including two major career trajectories --- merchandising management and store operations management;
- Brand managers and sales managers at consumer packaged goods (CPG) companies;
- Consultants and/or marketing researchers (many major management consulting companies offer services to retailers, and a huge number of “boutique” consultancies specialize in retail practices);
- Investment bankers and financial analysts who cover the retail industry.

BMGT450: INTEGRATED MARKETING COMMUNICATIONS

Credit Hours: 3

Instructors: Katherine Boyle, Kathleen Havey

Pre-requisites: BMGT350 “Marketing Principles”

Course Overview:

This course is an in-depth study of coordinated marketing activities emphasizing advertising, sales promotion, internet marketing, direct marketing and public relations. Emphasis will be placed on strategic planning to effectively use these promotional tools to communicate with customers and meet marketing goals. Current theory and practices will be emphasized.

The course objectives will be achieved by using a combination of readings, lectures, discussions, activities and guest speakers. The textbook is theoretical and will serve as a guide. Lectures will supplement this by exploring current marketing and promotion practices. Class discussions will provide an opportunity to apply the readings to live examples.

The semester project incorporates many aspects of marketing, including market research, consumer behavior, branding, budgeting, and strategic planning, as well as those aspects that would be typically associated with a marketing communications project, namely, creation of a comprehensive advertising and promotion campaign. The project is broad in scope and pulls together concepts from a number of other marketing electives.

Learning Objectives:

The goal of this course is to prepare you for an entry-level marketing position. By the close of this course you will:

- understand the role of integrated marketing communications in marketing strategy
- be able to identify key strategic considerations including setting goals, objectives, budgets and measurements
- develop hands-on experience creating and presenting an IMC plan
- be able to demonstrate understanding of marketing communications concepts through class discussions, assignments and presentations.

Career Relevance:

BMGT 450 is essential for students who want to enter the advertising profession, as well as for those who want to do marketing research or go into sales. It also is important for students seeking careers in other marketing fields, as the course content includes branding, public relations, e-commerce, and direct marketing. BMGT 450 takes a holistic approach to advertising and promotion, and by the end of the class, students are able to see where a particular form of communications fits into marketing as a whole.

BMGT451: CONSUMER ANALYSIS

Credit Hours: 3

Instructors:

Rosellina Ferraro, Rebecca Ratner, Roxanne Lefkoff, Marjorie Bonavia, Simon Bensimon, Heather Johnson

Pre-requisites: BMGT350 “Marketing Principles”

Course Overview:

This course provides students with an introduction to consumer psychology and decision making. We discuss classic findings as well as recent developments in related fields (e.g., social psychology, cognitive psychology, behavioral economics) and discuss the relevance for marketers.

Learning Objectives:

For example:

- What factors determine whether consumers will pay attention to the information you provide to them about your product or service?
- What factors determine whether they will be able to remember this information?
- What actions can you take to persuade people to try your product?
- When people try your product, what factors influence their evaluation of it?
- We will talk about what factors impact consumer perceptions and post-purchase satisfaction, including situational and social influences that operate without awareness.

Understanding all of these factors is essential if you are trying to get a customer to choose your product or service repeatedly over time, in addition to generating buzz for your product. Understanding consumer information processing also is critical to the successful design and implementation of marketing research. We find that students enjoy learning about consumer research, and often end up discovering as much about how they themselves are influenced by marketing actions as about how they can influence others.

The course is lecture and discussion based, including case analyses in which we apply principles discussed in the course to problems facing companies. There will be some team-based work, although the deliverables in this course are primarily individual. This course can come early or late in the program; we welcome students who have a strong marketing background as well as those who are new to marketing.

Career Relevance:

This course is essential to careers in advertising, brand management, market research, services marketing, sales, and retailing, and any career that requires a nuanced understanding of consumers (e.g., entertainment, political campaigns).

BMGT452: MARKETING RESEARCH

Credit Hours: 3

Instructors: Diane Whitney, Tao Chen

Pre-requisites: BMGT350 “Marketing Principles”

Course Overview:

The course teaches students the marketing research process. As part of this process, students learn sound research methodology and how to analyze research data. Students learn how to formulate and define the market research problem and hypotheses, develop a data collection instrument, and analyze research data. The course is taught with a combination of lecture, case discussions, videos, and market research projects.

Learning Objectives:

In this course, students will learn:

- research methodology
- how to design focus groups, observational studies, and surveys.
- how to analyze primary market research data via statistical testing.
- how to use SPSS software to perform data analysis.
- how to write a market research report.

Career Relevance:

This course is relevant to all marketing majors including those interested in pursuing careers in marketing research, brand/product management, and advertising.

BMGT454: INTERNATIONAL MARKETING

Credit Hours: 3

Instructors: Amna Kirmani, Simon Bensimon

Prerequisites: BMGT350 “Marketing Principles”

Course Overview:

This course should be of interest to students who intend to work in an international setting as well as those who work for companies that do business outside the domestic market. We will examine the major marketing issues and opportunities facing such companies. You will learn both the theories and strategies which guide marketing in foreign environments as well as the analytical tools required in practicing international marketing. The material covers both American and foreign companies doing business in developing and developed countries.

Learning Objectives:

- To sensitize students to economic, political, cultural and legal differences among nations as they affect marketing opportunities and operations;
- To develop students' abilities to identify and evaluate marketing opportunities abroad;
- To enhance understanding of the marketing mix applied to foreign markets, including when to standardize or adapt marketing programs.

To achieve these objectives, the course will include lectures, case discussion, and a project. The emphasis will be on examining how marketing decisions are made in a global context.

Career Relevance:

Given that we live in a global environment, this course is relevant to a wide number of career paths, including general management, brand management, and consulting. Many international business career paths begin in marketing and sales. In order to be promoted to upper management, you must have a global perspective as well as familiarity with global business issues. Managers must incorporate the global environment into their decision making, such as the effects of recession on pricing, the impact of cultural preferences on brand design and advertising, and the benefits vs. the costs of a global branding approach. The course will provide the students with the ability to put together an international marketing plan, avoiding the pitfalls that have befallen large as well as small companies.

BMGT455: SALES MANAGEMENT

Credit Hours: 3

Instructor: Hank Boyd

Pre-requisites: BMGT350 “Marketing Principles” (marketing majors only)

Course Overview:

Since time immemorial, the cornerstone of business logic dictates that “nothing happens until the product is sold.” The success of any organization is incumbent upon its ongoing relationship with customers. To date, this relationship is in flux given the rapid changes in technology, globalization, corporate responsibility, and the like. Profound changes have landed on the doorstep of the selling process. Customers are no longer keen on buying from firms that cannot render substantial value. Instead, they demand more efficient and strategic alliances with their respective suppliers. Arguably, the buyer-seller paradigm has been altered, and thereby significant changes have occurred in terms of the management of salespeople.

This course examines the multifaceted role of the sales executive as a planner, resource manager, recruiter, trainer, motivator and leader of field sales personnel. It explores techniques and sequences of problem analysis for selling and sales management decisions under real world conditions. Teaching vehicles include meaningful classroom discussions, cases, journal articles, research findings, guest sales managers, debates, and modern company practices. This course is restricted to marketing majors with 68 credit hours.

Learning Objectives:

- To foster a greater appreciation for the role of sales in corporate decision-making
- To craft better sales initiatives based on the full array of psychological theory
- To demonstrate sales acumen using “hands on” learning environments

Career Relevance:

By design, this elective is restricted to marketing majors. Accordingly, each student is expected to have a solid foundation in basic marketing principles. Course assignments will require both qualitative and quantitative analyses, so it is important that students have a firm grasp of basic economic terminology and calculations. As is often the case, sales represents a natural entry point for college hires at large scale firms (e.g., Merck, IBM, and Target). Therefore, in my view, a firm understanding of sales theory and corresponding persuasive techniques is essential for one's career advancement.

BMGT457: MARKETING POLICIES AND STRATEGIES

Credit Hours: 3

Instructors: Roxanne Lefkoff, Wendy Moe, Roland Rust

Pre-requisites: BMGT350 "Marketing Principles". This course is restricted to Marketing Majors with 100 credit hours completed.

Course Overview:

This is the "capstone" marketing strategy course. The purpose of this course is to introduce you to the fundamentals of strategic market planning and to enhance your understanding with "hands-on" applications. In addition to reading the text and attending lectures, you will be challenged to apply what you learn to a variety of business situations (cases). To sharpen your communication skills, you will participate in written assignments and oral discussions of the cases. A significant part of the course involves "The Marketing Game." This is a computer simulated game in which you and your fellow teammates will be marketing managers of your own firm for the semester.

Learning Objectives:

In terms of subject matter, this course is concerned with the development, evaluation, and implementation of market strategies. Specific course objectives involve the following:

- Learning how to conduct the external and internal analyses that support the development of marketing strategies and policies.
- Identifying and addressing strategic questions like:
 - What environmental opportunities and threats do we face?
 - What are our organizational strengths, weaknesses and problems?
 - What business should we be in?
 - What product markets are attractive to us?
 - What are our long-term objectives?
 - What is our sustainable competitive advantage?
 - Should we diversify? How?
 - What growth directions are most attractive?

Career Relevance:

Because it is a capstone course, this course builds on previous marketing courses and ties together big picture concepts. So this course is essential to all career paths in marketing. In particular, students looking to careers in brand and product management, service marketing, advertising, public relations, marketing research, retailing, e-commerce, direct marketing, and sales management will find this course provides a useful framework as they begin their careers.

BMGT458C: SERVICE MARKETING

Credit Hours: 3

Instructor(s): Janet Wagner

Prerequisites: BMGT350 “Marketing Principles”

Course Description and Objectives:

Service is any action that a firm takes on behalf of its customers. In the U.S., the service sectors account for 80% of the GDP, and most jobs. The service sectors are also a growing share of the GDPs of developing economies, such as China and India. Thus, it is very likely that you will find yourself in a career that involves service, either in the service sector *per se*, or in customer service in the consumer packaged goods or manufacturing sectors. In marketing service, customer relationships, rather than individual transactions, are key to long-term profitability. Building effective customer relationships requires a "customer orientation," seeing the world from the customer's eyes. It also requires taking educated risks to provide a continuous flow of innovative services to customers. In this class, you will learn how to measure the effect of service quality over time on the performance of a firm. While this is a marketing course, we will also address the cross-functional implications of human resources, operations, and financial management for delivering quality service.

In this course you will learn:

- how marketing a service differs from marketing goods
- strategies and tactics for addressing the challenging differences;
- decision-making tools, such as the “GAPS” model of service quality;
- service marketing research techniques to collect information for marketing decisions;
- tools, such as service blueprints, for designing innovative services and improving existing services;
- strategies for satisfying your customers and creating customer loyalty;
- how to use customer service to create, maintain, and improve customer relationships;
- how to “recover” from a service failure and manage public relations crises;
- the role of an integrated marketing communication strategy in building a service brand;
- how to use hard and soft customer metrics in evaluating service performance

Career Relevance:

Service accounts for 80% of the GDP in the U.S., and 78% of employment. It is also a growing proportion of the GDP in other countries. There are numerous opportunities for marketing managers in every service sector, including financial services, entertainment, retailing, transportation, education, health, sports, and government. As customer service and customer relationship management grow in importance, service marketing positions are also available in most consumer packaged goods companies, manufacturing firms, retailing, and non-profit organizations. Individuals who have taken service marketing should be at an advantage in business-to-business careers, such as brand and product management, advertising, public relations, sales, consulting, and marketing research, where relationships with clients are of paramount importance.

BMGT484: ELECTRONIC MARKETING

Credit Hours: 3 credits

Instructors: Mary B. Harms, Michael Trusov, William Rand

Pre-requisites:

BMGT 350. Restricted to BMGT students with 60 credits.

BMGT 451 and BMGT 452 would be beneficial

Course Overview:

This course explores how to strategically use the capabilities of the internet to launch and grow a business or non-profit. Topics covered include e-tailing, online market research, online product development, history of the internet, online marketing analytics and consumer behavior, social networking, search engine optimization and online branding. Online marketing communications is examined in depth as we explore blogging, videos, RSS, podcasting, and online advertising.

Students are taught software that enables them to create a personal website as a course requirement. Students also work in teams to develop a website and online marketing plan for a business or non-profit as a semester-long project.

Learning Objectives:

- To understand the importance of a marketing orientation in the development of websites for profit and not-for-profit organizations.
- To become knowledgeable of up-to-date internet marketing terms and technology.
- To be exposed to the career paths for those individuals interested in online marketing applications.
- To better judge the aesthetic and functional elements of a website.
- To develop leadership, teamwork and communication skills.
- To nurture creativity and critical thinking skills.

Career Relevance:

This course will give students a basic understanding of how the internet can be used in business. Students will be able to apply their knowledge and skill set in interactive content management, search engine optimization, web analytics and interactive advertising sales careers. Students with prior html, Java and Flash skills will be able to create more effective websites as a website designer. Students working as account executives in design and advertising fields will be able to offer better strategic interactive options to their clients.

BMGT498A: DESIGN IN MARKETING

Credit Hours: 3

Instructor: Mary B. Harms

Pre-requisites: For business students, BMGT 350.

Course Overview:

Design in Marketing is a hybrid course that examines the role design plays in marketing strategy. Marketers and designers must work together in the marketplace, both offering different but complementary creative skills and perspective. This course brings those two worlds together. Design and business students work side-by-side to examine what makes a successful marketing vehicle; utilizing the design process, elements and principles, and conceptual skills to solve the initial problem. The course covers principles of design and marketing, famous graphic and industrial designers, companies who have used design as a strategic competitive advantage and elements of the design brief. Topics also span brainstorming and creativity, product and packaging design, graphic design, website design, universal design, retail/environmental design and sustainability. Students complete three minor group projects and one individual project.

Learning Objectives:

- Improve students' ability to manage the creative process
- Increase students' visual and design literacy
- To be exposed to the career paths in design, marketing and branding
- To further develop leadership, teamwork and communication skills.
- To nurture creativity and critical thinking skills.

Career Relevance:

This course will enhance the student's performance in retail buying and merchandising, website design, marketing communications and branding. Students will be able to better judge the aesthetic and functional elements of a product, print ad, logo, website and retail store display.