

# **Marketing (M.S.)**

## **Concentration in Marketing Research and Insight**

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### **About The Program:**

The M.S. in Marketing prepares graduates to produce actionable insights and analyses using quantitative, qualitative, and strategic information about customers, the company, and competitors. Graduates are prepared to assume responsibility for a market, brand, or product line; to enter marketing management; or to conduct marketing research and analytics. The M.S. in Marketing is designed to allow students to acquire advanced skills and techniques that can be applied to solve complex strategic and tactical problems relating to customers and competition.

**Career Options:** Students in the M.S. in Marketing program receive career counseling and placement services provided by the Fox Center for Student Professional Development. Graduates are prepared for employment in computer/information technology, consulting, consumer products and services, energy/utilities, financial services/banking, government, healthcare, industrial products and services, manufacturing, pharmaceuticals, telecommunications, and tourism/transportation.

**Affiliation(s):** Research is supported by Fox School of Business and Management's Center for Data Analytics, Center for Data Science, Center for Statistical Analysis, and numerous grants from government and industry.

**Accreditation:** All Fox School of Business and Management graduate programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

**Areas of Specialization:** The M.S. in Marketing offers three concentrations for specialized study, but only Marketing Research and Insight is available for DBMD.

- Marketing Research and Insight

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### **Requirements of Programs:**

- **Total Credit Hours:** 30

- **Culminating Events:** Capstone Experience:

MKTG 5118 EMM Capstone constitutes the culminating event for the Marketing M.S. program. In this immersive capstone experience, students typically work with a real-world client to solve a strategic or analytic problem. With supervision and mentorship from a faculty member, students may conduct field research, analyze data, assess the market opportunity for the organization, and apply their learning to develop a strategic marketing communications plan for the client. Students present their plan at the end of the program.

## Core Courses

**Marketing Management/Strategy** – This course is designed to provide students with an understanding of how firms develop marketing strategies to create and manage the creation of meaningful offers that are valued by consumers for the purpose of developing and maintaining customer relationships. Initially, we will address the evolution of market systems at the macroeconomic level and the role that marketing plays in bridging the gap between the production and consumption sectors of the economy. Subsequently, we will explore how firms develop strategies to create customer value through product management, pricing, marketing channels, supply chain management, customer relationship management and communications directed to buyers and also develop an understanding of how buyers acquire, consume and dispose of these goods and services.

**Consumer and Buyer Behavior** – Use of concepts from the behavioral sciences for identifying market segments, predicting customer response to alternative marketing strategies.

*Select one from two of following:*

**Marketing Research: Techniques and Application** – Basic approaches to planning, collecting, analyzing, and communicating information from the marketplace. Techniques and applications for specific marketing areas.

**Advertising Research and Strategy** – This course provides an overview of the process for developing and evaluating advertising strategy that is grounded in theoretical principles and supported by research. In particular, the course examines concepts and techniques that are useful for identifying consumer insights and social trends affecting communication strategy in the developmental phase and then measuring the effectiveness of those strategies in the evaluative stage. The course will review best practices in both qualitative and quantitative research techniques including attention to ethical considerations that are fundamental to consumer research. The aim of this course is to provide students with a better understanding of the role of theoretical principals and research in campaign development and evaluation while familiarizing students with the types and methods of research that are used in advertising practice.

**Marketing Strategy** – Marketing Strategy provides an executive viewpoint of integrated marketing concepts, including: market analysis, segmentation, targeting, and positioning, and the 4Ps (product, price, promotion, and place). Students learn to apply both strategic and tactical elements of these marketing concepts, integrate these into financial models, and make decisions in realistic environments in order to maximize long term firm value. This course emphasizes skills and experiences in analyzing a business' situation and formulating, implementing, and monitoring marketing strategy in a competitive environment. In particular, students will be able to select segments in which to compete, develop meaningful points of differentiation and positioning statements, think critically about product design, set prices in a variety of situations, deal with distribution and channel issues, and understand promotion strategies. There is a heavy emphasis on the link between marketing decisions and financial outcomes, as well as on communicating results of analysis to upper management. Note: Prior to fall 2017, the course title was "Managerial Decision Strategies in Marketing".

## Concentration Courses (**Marketing Research and Insight**)

**Customer Data Analytics** – his course introduces students to methods for analyzing data residing in firms' customer databases. It covers methods for creating profiles of customer segments based on their profitability to the firm, estimate individual customers' lifetime values, and demonstrate how this technique has been used by different organizations. The course also reviews statistical concepts and introduces and uses specialized statistical software, which will be used to conduct a variety of marketing analyses using actual customer databases. Students will acquire skills to construct traditional RFM (recency/frequency/monetary) analyses to maximize response to marketing campaigns. Using these traditional techniques as a foundation, students develop/build more sophisticated models to predict customer response, such as predicting whether a customer will respond to a particular marketing offer (e.g. a direct marketing, mobile marketing, direct mail, etc.). In addition, students construct more advanced models (e.g. logit models, CHAID) to maximize response to marketing campaigns and to compare the effectiveness of alternative models.

**Quantitative Methods for Business** – This course is designed to introduce you to contemporary elementary applied statistics and to provide you with an appreciation for the uses of statistics in business, economics, everyday life, as well as hands-on capabilities needed in your later coursework and professional employment.

**Advanced Business Analytics** – This course builds upon the foundation in Business Analytics. In previous courses, we saw that data by itself is useless, and that it must be transformed into information in order to have value to decision makers. This course will extend your understanding of the art and science of extracting information from data into increasingly complex and "real world" data. Specifically, we will cover extensions to regression, logistic regression, hierarchical modeling, model selection, and other topics spanning the process of building and evaluating models. In addition, we will practice drawing intuition and insight from models and effectively communicating that insight in a format that can help decision-makers to make better decisions.

Two additional STAT courses at the 5000 level and higher

## **Capstone Course**

*Select one course below:*

**EMM Capstone** – MKTG 5118 emphasizes skills and experiences in analyzing a business' situation, customer-buying behavior and formulating, implementing, and monitoring marketing strategy in a competitive environment. In particular, students will be able to select segments in which to compete, develop meaningful points of differentiation and positioning statements, think critically about product design and management, set prices in a variety of situations, deal with a variety of distribution and channel issues, and understand promotion strategies. Marketing Strategy provides executive leadership

practice and viewpoint of integrated marketing concepts, including: market analysis, segmentation, targeting, and positioning, and the 4Ps (product, price, promotion, and place). Students learn to apply team leadership practices, and both strategic and tactical elements of these marketing concepts, integrate these into financial models, and make decisions in realistic environments in order to maximize long term firm value. For this course, there is a heavy emphasis on the link between marketing decisions and financial outcomes, as well as on communicating results of analysis to upper management. There is a heavy focus on the group assessment (deliverables) in the course, but also opportunity for individual students to get feedback and development insights.

**Data and Financial Driven Marketing** – Data and Financial Driven Marketing provides students with an opportunity to analyze data and to recommend business plan implementations of product and commercialization tactics. The class provides a framework for choosing and applying a variety of data and financial analysis driven marketing techniques. The course covers basic methods for determining market level demand, forecasting and pricing models, promotions optimization allocation models, and other elements of ROI/ROMI analysis. The course utilizes CRM and other sources of marketing data base analysis to drive ROI/ROMI forecasts and then uses analyses to discriminate between strategic and tactical alternatives. This course also leverages financial analysis frameworks for customer identification/development, acquisition, satisfaction and retention and for strategy recommendations. Course concepts will be applied to a variety of marketing strategic decisions in both B-2-C and B-2-B situations, including segmentation, targeting, positioning, value proposition determination, new product development, branding, CRM/Loyalty programs and pricing strategies. Note: Prior to fall 2017, the course title was "Data-Driven Marketing."

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## Courses:

Click [HERE](#) for more information on the courses below.

- Marketing Management/Strategy
- Consumer and Buyer Behavior
- Marketing Communications
- Marketing Research: Techniques and Application
- Marketing Strategy
- Electronic Commerce
- Electronic Channels, Supply Chain, Logistics & Procurement
- Product Management
- Data and Financial Driven Marketing
- Mobile Marketing and Communications
- Customer Data Analytics
- Digital and Interactive Marketing Strategy
- International Marketing
- EMM Capstone
- Elec Supply Chain Mgt
- Mktg Mgt-Digital Mktplac
- Special Topics in Marketing
- Independent Study
- Market Analysis & Management
- Marketing Strategy & Planning
- Market Analysis and Strategy
- Market Analysis & Management
- International Marketing Management
- Database Marketing
- Quantitative Methods in Marketing
- Direct Marketing
- Digital Marketing
- Digital Innovation in Product Management and Branding
- Digital Innovation in Mobile Marketing and Communication
- Consumer Behavior 1: Thoughtful Decisions
- Consumer Behavior 2: Consumers as non-rational decision makers

- Customer Data Analytics
- Database Management in Marketing
- Market Research 1: Foundations of Marketing Research
- Market Research 2: Marketing Intelligence
- Integrated Marketing Communications
- Advertising and Account Management
- Direct Marketing 2: Program Design, Deployment and Evaluation
- Digital Marketing 1: Foundations and Theories
- Digital Marketing 2: Program Design and Evaluation
- New Product Development: Strategy and Process
- Product and Brand Management
- Marketing and Cross Cultural Problem Solving 1
- Marketing and Cross Cultural Problem Solving 2
- Methods and Tools in Marketing Strategy Decisions
- Critical Analysis of Strategic Decisions in Marketing Management
- Special Topics
- Independent Study
- Marketing Management in the Enterprise
- Sem-Marketing Theory Dev
- Sem-Behavior Res-Mktg
- Seminar in Judgment and Decision Making
- Proseminar in Marketing
- Sem-Sel Topics in Mktg
- Directed Study in Marketing