Marketing Course Offerings Fall 2014 Graduate Level

Includes:

- Course Descriptions
- “Why Take this Course”
- “About the Professor”
SPECIAL TOPICS: SPORTS MARKETING – MKTG6610

When offered:

| W 7:00 – 9:30 | Mark Lev  
|              | (www.linkedin.com/pub/mark-lev/5/2b3/b53) |

Description:
The goal of this course is to provide an understanding of the business practices of the sports industry. Taking a practical approach, students will be asked to create business solutions for sports organizations. The attributes and failures of real examples will be discussed. Students will be expected to take the experience and apply it to creating specific campaigns, programs, and overall marketing plans for a specific sports application. Relationship architecture principles will be discussed at length and expected to be incorporated into the final project.

Why take this course?

- If you are dedicated to pursuing a career in sports marketing or sports management
- If you have already taken either Marketing Principles (if you are an undergraduate student) or MBA Marketing Management (if you are an MBA student).

About this professor:

Mark Lev
As Managing Director of Fenway Sports Management (FSM), Mark Lev oversees the agency’s day-to-day business operations and is responsible for the strategic growth of the company. Lev leads FSM’s consulting and events practice, directing the agency’s property representation and sponsorship sales efforts and is charged with identifying and securing new client and revenue opportunities.

Throughout his 20-plus year career as a sports marketing professional, Lev has served as a strategic consultant to many high-profile corporations and has developed and sold sponsorship programs for some of the world’s most prestigious and recognizable sports franchises including the Boston Red Sox and the 17-time World Champion Boston Celtics.
SOCIAL MEDIA FOR MANAGERS– MKTG6621

When offered:

| Th 4:30 – 6:50 | Gerald Kane |

Description:
The past few years have witnessed the rapid rise of a new type of information technology, commonly known as Web 2.0 or social media and typified by such sites as Facebook, Wikipedia, and Twitter. These new tools present immense opportunities and pose considerable threats for all kinds of companies and businesses. This course explores the major social media tools and the characteristics that are associated with their effective use in-depth. We will also explore how social media is affecting the social landscape and potential business strategies that are enabled and necessitated by these tools.

This course is offered by the Information Systems Department and Cross-Listed as a Marketing course. It does count as a Marketing Elective.
MARKETING – MKTG7720

When offered:

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<td>M 7:00 – 9:30</td>
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Description:
This course focuses on the managerial skills, tools, and concepts required to produce a mutually satisfying exchange between consumers and providers of goods, services, and ideas. The material is presented in a three-part sequence. Part one deals with understanding the marketplace. Part two deals with the individual parts of the marketing program such as pricing, promotion, product decisions, and distribution. Part three of the course deals with overall strategy formulation and control of the marketing function. Students in this course will come to understand the critical links between marketing and the other functional areas of management.

Why take this course?

About the professors:

**S. Adam Brasel**
- Passion for marketing and technology; high energy teacher
- Co-director of the Marketing Interfaces Lab and engage in numerous cool research projects on digital consumer behavior
- Research focuses on real-world changes in media usage and marketing interfaces, and how to increase marketing relevance in the new media environments

**Jon Kerbs**
- Strong marketing background in consumer packaged goods, retail, higher education, and technology
- Twenty-six years of experience managing B2C and B2B brands in established organizations and start-ups
- High energy; passionate about teaching marketing and mentoring students in career strategies
CONSUMER BEHAVIOR – MKTG8004

When offered:

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Description:
This course integrates marketing theory with insights from psychology, anthropology, and other social science disciplines. It analyzes consumer processes such as perception, learning, attitude formation, and decision making. These variables are broadly relevant to marketing challenges, given that the success of products and brands depends on their appeal to consumers. Discussion topics range from art and aesthetics to crisis behavior to new product development.

Why take this course?
- The success of products and brands depends on their appeal to consumers.
- Understanding Consumer behavior and consumer psychology is critical to succeeding in a marketing career.
- If you are interested in a career in any aspect of marketing, this course is strongly recommended.

About this professor:

**Henrik Hagtvedt**
- Expert in experiential consumer behavior.
- Strong background in luxury branding.
- Teaching style: interactive lecture, discussion, hands on exercises
- Passionate about the subject, really gets at why you need to understand the consumer and how to communicate with them.
MARKETING STRATEGY – MKTG8005

When offered:

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Description:
This course builds on the core marketing course and integrates the various aspects of marketing to explore strategic marketing issues. Extensive case analysis and financial and analytical tools are used to examine marketing growth strategies, target market strategies, external factors, marketing program development, the marketing organization, and implementation of marketing strategy. Students learn to formulate marketing strategies and estimate the financial and marketing outcomes of implementing such strategies. Quantitative methods, including finance and accounting tools, will be used throughout the course.

Why take this course?
- If you are interested in a career in marketing
- If you would like to deepen your understanding of marketing strategy and enhance your practical skills in marketing management
- If you enjoy reading, analyzing and discussing case studies

About this professor:

**Audrey Azoulay**
- Practical and theoretical knowledge of brand management
- Passionate about strategic aspects of marketing and branding
- Expert in brand personality
- Integrates international references/examples
COMMUNICATION AND PROMOTION – MKTG8008

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Description:
This course explores the field of marketing communications from the perspective of a marketing or brand manager. It shows how to manage each element of the promotional mix to achieve an effective communications strategy. Students learn how to develop advertising objectives and strategies, positioning strategy, media strategy, how to measure and test buyer response to marketing communications, and how to manage the relationship between client and agency. The course is particularly useful to those interested in careers in product management, advertising, public relations, direct marketing, internet marketing, or careers involving the introduction of new products.

Why take this course?
- If you have already taken MK721 or MK705
- If you are interested in how consumers’ increasingly complex path to purchase is opening up exciting, new communication touch points every day
- If you have an interest in gaining insights on how to use the various parts of the promotion mix to meet marketing goals
- If you are interested in a career in brand management, advertising, PR, digital, promotion or direct marketing
- If you love exploring innovative ways to address marketing communication problems and opportunities

About this professor:

Jean Mojo
- Strong background in marketing, advertising and promotion
- Significant experience building successful marketing programs for some of the world's biggest marketers
- An unfailing belief that great insights are the drivers of marketing success
- Committed to developing great marketers who can hit the ground running
CUSTOMER RELATIONSHIP MANAGEMENT– MKTG8011

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Description:
A fundamental shift has occurred in marketing from managing and marketing products to understanding and managing customers. This necessitates an understanding of the customer management process and the ability to develop and grow profitable customer relationships. In this course, students will learn the critical tools needed for successful customer management. It teaches strategic and analytic skills relating to customer selection and acquisition, customer management, customer retention, and customer lifetime value. As firms seek to make their marketing investments financially accountable, it also provides students with an understanding of the link between marketing and finance.

Why take this course?

- If you have already taken MK705 or MK721, and MK801 (Marketing Research – or have strong quantitative and statistical skills)
- If you have an interest in gaining additional analytical and strategic skills
- If you are interested in a career in marketing, digital or information analytics
- If you’ve ever wondered how firms learn so much about you, or what firms do with all the information they have about you

About this professor:

Katherine Lemon

- Passionate about Customer Relationship Management
- Research focuses on this area
- Teaching style: case discussion, interactive lecture, in class discussion and quantitative analyses
STRATEGIC BRAND MANAGEMENT – MKTG8015

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Description:

This course teaches students fundamental and leading-edge concepts in brand management. Students learn to develop and articulate brand strategy, how to give strategic brand direction, and how to measure strategic brand progress. They learn how to manage key relationships and functions that surround the brand, e.g., advertising, promotion, public relations, licensing, and product and package design agencies. A capable brand manager has exceptional strategic, quantitative, interpersonal, and presentation skills and must be comfortable with decision-making and leadership. The course will focus on the development and application of these skills in brand management via in-class learning, case discussion, and project work.

Why take this course?

• If you have already taken MK705 or MK721
• If you have an interest in gaining additional analytical and strategic skills
• If you are interested in a career in marketing
• If you’ve ever wondered how brands manage to take so much importance in people’s lives
• If you want to understand how brands can be analyzed, built or revived

About this professor:

John Fisher

Founder and Principal of Jazz Advisors, LLC, Boston, MA; a full service branding and marketing services company, specializing in developing strategic initiatives designed to build and/or maintain strong global brand imagery in today’s dynamic business environment. Past CEO and Chairman of the Board, Saucony, Inc. MBA, Boston College. Has taught brand management for nearly 10 years, focusing on interactive student involvement. He utilizes the case method of teaching, making traditional marketing disciplines relevant when applied to an ever changing global brand dominant landscape.
SPECIAL TOPICS: DIGITAL MARKETING – MKTG8017

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<th>T 7 – 9:30</th>
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Description:
Today's most successful companies interest and engage customers like never before by orchestrating a symphony of innovative digital marketing instruments in conjunction with their traditional tactics. The transformation of the marketplace has forced businesses to adapt quickly and frequently to a changing environment. In this course you'll learn how the best companies leverage new tools and strategies like crowd-sourcing, paid/owned/earned media, social channels, email, and search to build world-class brands, delight their consumers, and leave the competition asking “what just happened?”

Why take this course?
- This class is extremely timely; it deals with real issues and situations that are developing and unfolding as we speak.
- The course is taught by someone who actually does all the stuff you’ll talk about, all day, every day for some of the biggest brands in the world.
- The instructor taps into his vast and diverse network of marketing industry friends and co-workers to bring engaging and interesting guest speakers to the classroom.

About this professor:

Ezra Englebardt
- Ezra Englebardt is a Sr. Manager of Brand Planning & Strategy at SapientNitro, an 11,000 + person, global marketing, strategy, and technology firm.
- He has worked on huge brands like Crest, Tide, Chrysler, Aflac and Staples.
- The course is a mixture of guest speakers (with current, real world work to discuss), case studies, and interactive discussions.