Includes:

- Course Descriptions
- “Why Take this Course”
- “About the Professor”
MARKETING PRINCIPLES – MKTG1021

When offered:

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<th>Time</th>
<th>Instructor</th>
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<tr>
<td>T/Th 12</td>
<td>Gerald Smith</td>
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<td>Philip Preskenis</td>
<td><a href="www.linkedin.com/pub/p-j-preskenis/2b/337/833">www.linkedin.com/pub/p-j-preskenis/2b/337/833</a></td>
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Description:
This course will explore the basic concepts, principles, and activities that are involved in modern marketing. It presents marketing within the framework of the marketing management process that consists of organizing marketing planning, analyzing market opportunities, selecting target markets, developing the marketing mix, and managing the marketing effort. Additional attention is focused on international marketing, services marketing, non-profit marketing, and marketing ethics.

Why take this course?
- If you are curious about why consumers prefer certain products, how companies identify and understand their customers, how companies develop new products, how pricing works, or how companies create advertising and promotions
- If you are considering declaring a concentration in marketing (this course is the required entry course for the marketing concentration)
- To gain an understanding of how businesses grow. Marketing Principles encompasses an introduction to everything a firm does to grow – from creating a market strategy, to identifying target segments, to launching new products, pricing and promoting, and using technology & media to build a brand.
- To understand how businesses compete – across many different industries. From retail to financial services, technology to healthcare, our case-based course will foster an understanding of how some firms create winning positions and differentiation in their markets.
- To challenge you to employ creativity and analytics to make a compelling argument. You will develop the important skill of taking a position and communicating it effectively, using creativity to drive interest and data analytics to bolster your position.
• If you are interested in a career in business or non-profit management
• To learn how to promote yourself and your ideas, build your brand, and expand your network, no matter what field you end up in.

About the professors:

**Bridget Akinc**
• Strong background in technology and consulting, as well as non-profits
• Significant industry experience leading strategic marketing and sales teams in Silicon Valley companies and experience leading a nation-wide retail organization
• Passionate about strategy and using technology and data analytics to win in the market

**Hristina Dzhogleva**
• Scholar studying consumer self-control, decision making and social dynamics
• Winner, doctoral teaching award
• Teaching approach: interactive, hands-on learning
• Passionate about marketing

**Gergana Nenkov**
• Expert in consumer psychology and consumer decision making (research recently profiled on NBC’s Today Show)
• In-class focus on discussion and interactive learning
• Determined to get you excited about marketing; passion for marketing

**Philip Preskenis**
• Strong marketing background in consumer services, higher education, and technology
• Over twenty years of experience managing B2C and B2B brands
• Expert in teaching marketing; passion for marketing and for mentoring students

**Gerald Smith**
• Thought leader in brand management, digital brand management, pricing and marketing
• Experience in brand management engagements and practice in B2B and B2C
• Coaching/mentoring executives, managers, undergraduates, and MBAs in marketing and management
• High energy, interactive learning, passion about the subject
MARKETING PRINCIPLES – HONORS – MKTG1031

(Restricted to Honors Program)

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- To challenge you to employ creativity and analytics to make a compelling argument. You will develop the important skill of taking a position and communicating it effectively, using creativity to drive interest and data analytics to bolster your position.
- If you are interested in a career in business or non-profit management
- To learn how to promote yourself and your ideas, build your brand, and expand your network, no matter what field you end up in.

About this professor:

Bradford Hudson
- A decade of experience as a marketing professor with high student teaching evaluations, and a prior decade of experience in the business world
- Served as CEO of a restaurant company and found an internet company
- Provide consulting advice in strategy and marketing to numerous Fortune 500 companies
CONSUMER BEHAVIOR – MKTG2152

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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 RESEARCH – MKTG2153

When offered:

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Description:
Marketing managers depend on the availability of timely and accurate market information to reduce their risk in decision making. The goal of this course is to provide students with a solid grounding in contemporary marketing research methods to enable them to recognize the need for research, to design and implement research projects on their own, and to evaluate the research methods and results presented to them by others. Marketing Research applies a social scientific process to help organizations identify marketing problems and address them with data-driven insights and advice. Students will acquire a working knowledge of qualitative and quantitative analysis methods and will apply these skills to a marketing research project.

Why take this course?
- Do you like the idea of solving real marketing problems through an investigative process? Would you like to help businesses and organizations both on campus and off answer real questions that affect their sales and marketing strategies and direction?
- If you wish to pursue a career in marketing, consulting, or business in general, understanding the process of doing real marketing research will give you a leg up.
- To train you to translate a management problem into a feasible research question.
- To provide you with a working knowledge of basic research concepts and methods.
- To introduce you real-world marketing research examples in different industries, and to introduce you to new digital tools useful in marketing research.
- To learn how information is the key competitive advantage of fast-moving companies
- To gain tools that allow you to become both a smarter producer and consumer of marketing research
- To gain insights into how firms gather data, complete analyses and synthesize insights to make marketing decisions

About the professors:

Linda Salisbury
- Many years of experience doing marketing research, first as an industry practitioner and later as an academic researcher.
- Strong expertise in consumer decision making, using multiple research methods including surveys, retail purchase data, controlled experiments, and a variety of statistical approaches.
- Passionate about marketing research; she loves this stuff!
- Will show you how to become a smarter user of marketing research, no matter what type of marketing career you pursue.

Rebecca Segal
Rebecca Segal has spent her entire career helping clients in the information technology industry address their marketing problems and challenges through market research. Her style is to act as a "coach" and help you apply the concepts we will learn in class to a real client problem. She guarantees that at the end of this class you will fully understand the research process as a result of the hands-on experience you will have. She looks forward to exploring tried and true research approaches as well as emerging approaches using social media and social software.
PROFESSIONAL SELLING AND SALES MANAGEMENT – MKTG3157

When offered:

| M 6:00 – 8:30 | John Falvey  
|---------------|-------------  
|               | [http://www.falvey.org/] |

Description:
Two fundamentals of business: someone must get the goods and services out the door, and someone must get the cash to come in the door. Sales is the function that does the latter. It, and its management, will be covered in this course. We will study the art of persuasion, modern day Rhetoric in actual practice. The discipline will be addressed biologically. We will dissect real industry practitioners when they visit class, and actual sales calls in the field as a research paper. Upon course completion, students will have a complete understanding of both the selling and sales management process.

Why take this course?
- Many excellent entry-level positions for college graduates are in the area of selling and sales management – with top companies. This is a great course if you have an interest in sales.
- If you want to gain experience and knowledge about how to sell anything, including how to market yourself better.
- If you want to gain presentation skills.

About this professor:

John Falvey
- Strong expertise in sales and sales management
- Presents to executives globally
- Strong mentor
- Teaching style: interactive lecture, hands on exercises, guest speakers
PRODUCT PLANNING AND STRATEGY – MKTG3158

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Description:

New products are the growth engines of most companies – and planning those new products is one of the most creative, challenging, and risky aspect of marketing. This course gives students the opportunity to learn and practice this essential marketing skill. Using lectures and case studies, the course focuses on the process of conceiving of new products, testing and refining these product concepts via market research, and designing effective launch plans. An important element of the class is a project in which students develop and research their own new product concepts as members of a small team. Cases address a wide range of industries including consumer goods, high-tech, medical equipment, and software.

Why take this course?

- If you are interested in bringing new products and services into the world
- If you are an entrepreneur, or think you might want to start your own business someday
- If you would like to be a Product Manager, responsible for keeping a brand or product line fresh and competitive
- If you want to try conceiving of, defining, and planning the launch of a new product as part of a small team
- If you want a class that is challenging, engaging, and focused on “real world” problems

About this professor:

James Bright

- Extensive industrial background in helping companies improve the way they conceive of and develop new products
- Enthusiastic, challenging, demands strong class participation
- Deeply committed to helping students learn and apply practical lessons for the business world
CUSTOMER RELATIONSHIP MANAGEMENT – MKTG3161

When offered:

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Description:
Customer Relationship Management (CRM) is the discipline of getting, keeping and growing profitable customers. Students will learn strategies to identify profitable customers, differentiate customers into useful segments, interact effectively with customers, and customize a company’s offering and one’s approach to customers. By the end of the course, via a group project, students will evaluate and make recommendations to improve a company's CRM process.

Why take this course?
- If you want to learn a systematic, practical approach to improving your effectiveness and a company’s profitability.
- If you want to learn how Customer Relationship Management techniques can help you find your next job.
- If you want a safe classroom environment to develop presentation, group project and case study analytic skills that are critical to many business careers.

About this professor:

John Westman
- Track record of creating sales and profit growth in healthcare start-ups, multi-national corporations and consulting companies
- Uses Accelerated Learning techniques to help you retain the most important ideas from this course
- Teaches one night a week, applies the course material for a living
STRATEGIC BRAND MANAGEMENT – MKTG3165

When offered:

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Description:
Prerequisite: MKTG1021
Brands are useful to consumers and companies alike. They are dear to consumers because consumers form relationships with them, they help them make quicker consumption decisions, they provide information, and they guarantee a consistency in product performance and quality. For many firms, brands are their most valuable and strategic assets; thus firms devote a large amount of their resources to build, manage, nurture, and grow their brands.

In this course, students will learn how consumers relate to brands, as well as how brands are built, managed over time, and evaluated. Students will acquire knowledge of theories and tools to help them analyze and strategically manage brands.

This course is based on lectures and case studies, active participation, and critical thinking. Cases will include various industries (fashion, luxury, sports, and fast-moving consumer goods).

Why take this course?
- If you are a junior or senior
- If you have already taken Marketing Principles
- 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.
MARKETING PLANNING – MKTG3176

When offered:

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Description:
Prerequisite: MKTG021
Most important decisions made by marketing executives involve aspects of strategic marketing planning. In this course students will learn key aspects of marketing planning and marketing strategy development and execution. They will be required to develop and implement a marketing plan for a large business enterprise, which will include: 1) establishing objectives based on anticipated environmental conditions and existing organizational constraints, 2) conducting critical analysis to determine appropriate strategic directions, and 3) developing a marketing strategy to achieve these objectives. Students will study successful marketing plan implementations through specific case studies and lecture. Class is limited to 19 students.

Why take this course?
- To gain experience creating and executing a real marketing plan for a real company
- To experience the high energy, fun and hard work of a marketing “agency” environment, working with a real client (e.g., Honda or Chevrolet)
- If you enjoy working in a team environment

About this professor:

Patricia Clarke
- Strong passion for marketing
- Significant experience working in marketing, management, sales and consulting positions
- Expertise in high tech and non-profit sectors
E-COMMERCE – MKTG3253

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Description:
Electronic commerce is more than a buzzword. Business on the internet has altered the competitive landscape for large and small corporations alike and it is still in its early stages. Electronic commerce is reshaping industries, creating new opportunities, and challenging existing commercial models and relationships. Managers will need to understand the underpinnings of electronic commerce in order to make informed decisions about its impact on the future of the corporation. This course will provide a managerial overview of the technologies supporting and enabling electronic commerce and will then focus on how it is changing the organization and the competition.

This course is offered by the Information Systems Department and Cross-Listed as a Marketing course. It does count as a Marketing Elective.
ANALYTICS AND BUSINESS INTELLIGENCE – MKTG3340

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Description:

Modern information systems now generate massive volumes of data. Organizations everywhere are struggling to aggregate, analyze, and monetize the growing deluge of data. Business Analytics capitalizes on this data by combining statistical and quantitative analysis, explanatory and predictive modeling, and fact-based management. Managers can explore patterns, predict future trends and develop proactive, knowledge-driven decisions that affect all parts of modern organizations. This course provides students with a familiarity with the capabilities and limitations of emerging analytics techniques, an introduction to the R statistical computing software, an overview of methods and tools, and a core understanding required to be an intelligent manager, designer and consumer of analytics models.

This course is offered by the Information Systems Department and Cross-Listed as a Marketing course. It does count as a Marketing Elective.
APPLIED MARKETING MANAGEMENT – MKTG4256

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Description:
Prerequisite: MK 021 and MK 253
This integrating course emphasizes the importance of strategy formulation as the basis for sound marketing management and decision making. The course stresses the application of marketing concepts and principles through case analysis and class discussion of cases, problems, and current marketing readings. Attention is placed on identifying and evaluating marketing strategies and problems and developing explicit recommendations for action. Please note that two of the three offered sections are open to CSOM students only. The third section however is open to all interested students.

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
- If you have declared a concentration in marketing (this course is the required capstone course for the marketing concentration)
- If you are a senior

About the professors:

Bradford Hudson
- A decade of experience as a marketing professor with high student teaching evaluations, and a prior decade of experience in the business world
- Served as CEO of a restaurant company and found an internet company
- Provide consulting advice in strategy and marketing to numerous Fortune 500 companies

Kathleen Seiders
- Dedicated research in retailing, service strategy, public policy and food marketing
- Experienced case teacher with passion for the subject
- Ten-year career in food retailing
SPECIAL TOPICS: SPORTS MARKETING – MKTG6610

When offered:

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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

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<th>Instructor</th>
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<tbody>
<tr>
<td>Th 4:30 – 6:50</td>
<td>Gerald Kane</td>
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(Gerald Kane [https://www.bc.edu/content/bc/schools/csom/faculty/bios/kane-g.html](https://www.bc.edu/content/bc/schools/csom/faculty/bios/kane-g.html))

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.