

Joseph M. Katz Graduate School of Business  
MBA Curriculum | Marketing

In order to make the most of your Katz MBA experience, it befits each student to work closely with your academic advisor, career advisor, and Katz faculty to assist you with appropriate course selection and sequencing that aligns with your professional aspirations.

Core Courses

Core courses are required of all MBA students and are intended to provide students with the breadth of knowledge to build a solid business foundation.

Required Core Courses for All MBA Students	Credits
<a href="#">BACC 2401</a> Financial Accounting	3.0
<a href="#">BECN 2401</a> Economic Analysis for Managerial Decisions: Firms & Markets	3.0
<a href="#">BQOM 2401</a> Statistical Analysis: Uncertainty, Prediction & Quality Improvement	3.0
<a href="#">BOAH 2409</a> Organizational Behavior Leadership and Group Effectiveness	1.5
<a href="#">BFIN 2409</a> Financial Management 1	1.5
<a href="#">BMKT 2409</a> Marketing Management	1.5
<a href="#">BMIS 2409</a> Information Systems	1.5
<a href="#">BQOM 2421</a> Decision Technologies in Manufacturing and Operations Management	1.5
<a href="#">BSPP 2409</a> Strategic Management	1.5
<a href="#">BSEO 2401</a> Business Ethics & Social Performance	1.5
<a href="#">BIND 2444</a> Competitive Management Simulation	3.0
<b>Total Core Credits</b>	<b>22.5</b>

Course Exemptions

Students have the opportunity to take exemption exams if they have a high proficiency in a given area of study. Students who successfully pass an exemption exam are exempt from the core course, but not the credits and will still be required to complete the requisite number of credits that have been prescribed for their MBA. Exemption exams may only be taken once in a given subject area.

## Elective Courses and Academic Concentrations

Elective courses are intended to provide depth in a particular concentration. Concentrations are defined as taking nine credits within a given area excluding core courses. Students typically choose one or two concentrations to focus on while at Katz.

Concentrations are not official and will not show on your university transcript. However, concentrations allow you to clearly define your academic and career goals and should be listed on your resume to distinguish yourself from other career seekers. All MBA students seeking employment are required to declare a concentration prior to the start of classes.

The Katz Advising team established particular career tracks with recommended elective courses pertaining to specific concentration track. Based on your career goals, these concentration tracks can be modified with assistance from your academic advisor. Concentrations are available in the following areas at Katz:

- Finance
- Management of Information Systems
- Marketing
- Operations
- Organizational Behavior/Human Resources
- Strategy

## Marketing Concentration | Suggested Elective Courses | Brand and Product Management

Brand managers apply marketing techniques to a specific product, product line or brand and are often likened to small business owners because they assume responsibility for a brand or brand family. They are always focused on the big picture. It is their job to distill the brand's essence, map out their competitors in their brand's category, identify marketing opportunities, and be able to effectively communicate the unique benefits of that product or service.

Courses	Credits
<a href="#">BMKT 2553</a> Social Media Strategy	1.5
<a href="#">BMKT 2032</a> Applied Behavioral Economics	3.0
<a href="#">BMKT 2522</a> Sales Management	1.5
<a href="#">BMKT 2526</a> Product Development and Management	3.0
<a href="#">BMKT 2528</a> Advertising	1.5
<a href="#">BMKT 2530</a> Services Marketing: Strategies and Tactics	1.5
<a href="#">BMKT 2031</a> Marketing Research	3.0
<a href="#">BMKT 2532</a> Pricing Strategies and Tactics	1.5
<a href="#">BMKT 2533</a> Business-to-Business	1.5
<a href="#">BMKT 2035</a> Consumer Behavior	3.0
<a href="#">BMKT 2544</a> Shopper Analytics	3.0
<a href="#">BMKT 2551</a> Digital and Social Media Analytics	1.5
<a href="#">BMKT 2569</a> Brand Management	1.5
<a href="#">BIND 2024</a> Consulting Field Project	3.0

## Marketing Concentration | Suggested Elective Courses | Consumer Insights / Marketing Analytics

Consumer insights involve the analysis of market data and sharing the insights in a meaningful way across a company. Information that is collected and interpreted is used to retain current customers and develop new ones. The role can also include doing market research but what makes it different and more comprehensive is the focus on interpreting the results into an actionable strategy that reflects a deeper understanding of the consumer.

Courses	Credits
<a href="#">BMKT 2553</a> Social Media Strategy	3.0
<a href="#">BMKT 2032</a> Applied Behavioral Economics	3.0
<a href="#">BMKT 2522</a> Sales Management	1.5
<a href="#">BMKT 2526</a> Product Development and Management	3.0
<a href="#">BMKT 2528</a> Advertising	1.5
<a href="#">BMKT 2530</a> Services Marketing: Strategies and Tactics	1.5
<a href="#">BMKT 2031</a> Marketing Research	3.0
<a href="#">BMKT 2532</a> Pricing Strategies and Tactics	1.5
<a href="#">BMKT 2533</a> Business-to-Business	1.5
<a href="#">BMKT 2035</a> Consumer Behavior	3.0
<a href="#">BMKT 2544</a> Shopper Analytics	3.0
<a href="#">BMKT 2551</a> Digital and Social Media Analytics	1.5
<a href="#">BMKT 2569</a> Brand Management	1.5
<a href="#">BIND 2024</a> Consulting Field Project	3.0
<a href="#">BQOM 2578</a> Data Mining	3.0

## Marketing Concentration | Suggested Elective Courses | Digital and Social Media Marketing

Digital and social media marketing is the area of marketing that refers to using digital and social channels and platforms (e.g., internet, mobile social networks) to reach and engage customers. This is a fast-growing area and marketers are beginning to recognize the potential of digital and social media marketing channels to help achieve a variety of marketing objectives across a large number of industries and contexts. The importance of analyzing data and generating valuable insights from it is a critical component of this area as well.

Courses	Credits
<a href="#">BMKT 2544</a> Shopper Analytics	3.0
<a href="#">BMKT 2032</a> Applied Behavioral Economics	3.0
<a href="#">BMKT 2526</a> Product Development and Management	3.0
<a href="#">BMKT 2035</a> Consumer Behavior	3.0
<a href="#">BMKT 2553</a> Social Media Strategy	1.5
<a href="#">BMKT 2569</a> Brand Management	1.5
<a href="#">BMKT 2532</a> Pricing Strategies and Tactics	1.5
<a href="#">BMKT 2551</a> Digital and Social Media Analytics	1.5
<a href="#">BMIS 2679</a> Technology, Innovation, Adoption, and Diffusion	3.0
<a href="#">BQOM 2578</a> Data Mining	3.0
<a href="#">BIND 2024</a> Consulting Field Project	3.0