



**DESCRIPTION**

Regardless of industry, growing a business profitably has never been more challenging. Changes in customer behaviors and expectations, coupled with lower barriers to competitor market entry, are the primary drivers of this difficulty. To succeed in this environment, a new set of skills are required, ones that span all aspects of the business inclusive of research and development, manufacturing, distribution, price, advertising and promotion, and analysis. Below are suggested paths through the Olin marketing curriculum that you may find helpful if you plan a career in marketing. For questions regarding careers and courses, contact the Platform Director.

**PROGRAM**

**Platform Director:** Michael Wall,  
Professor of Practice in Marketing

**MBA Program Liaison:** Eli Jackson

**Student Organization:** Olin Marketing Association

**FOUNDATION COURSES (all required, 8 credits)**

**Complete these 5 credits:**

MKT 522 Marketing Industry Seminar *.5 credit*

MKT 577 Marketing Strategy *3 credits*

MKT 571A Marketing Research *1.5 credits*

**Complete one platform-approved CEL Practicum (MGT 501 3 credits)**

Taylor Community Consulting, *1.5 credits*, will also meet this experiential learning requirement provided that permission from platform director is obtained and final project report is submitted to platform director for assessment.

**CONCENTRATION COURSES**

**BRAND MANAGEMENT**

**Complete these 4.5 credits:**

MKT 520 Creating & Building Brand Equity *1.5 credits*

MKT 555A Data Analysis for Brand Management *1.5 credits*

MKT 555 Analytics-Driven Brand Management *1.5 credits*

**Complete 3 credits from the following courses:**

MKT 558 Pricing Strategies *1.5 credits*

MKT 558B Pricing Decision Making & Implementation *1.5 credits*

MKT 559 Creating & Marketing Innovative Products & Services *1.5 credits*

MKT 559B Marketing Strategies for Innovative Products & Services *1.5 credits*

MKT 500U Digital Marketing *1.5 credits*

MKT 576A Understanding & Influencing Consumer Behavior *1.5 credits*

MKT 521 Retail Management *1.5 credits*

**PRODUCT MANAGEMENT**

**Complete at least 7.5 credits from the following courses:**

MKT 523 Sales Management *1.5 credits*

MKT 558 Pricing Strategies *1.5 credits*

MKT 558B Pricing Decision Making & Implementation *1.5 credits*

MKT 559 Creating & Marketing Innovative Products & Services *1.5 credits*

MKT 559B Marketing Strategies for Innovative Products & Services *1.5 credits*

MKT 500U Digital Marketing *1.5 credits*

MKT 576A Understanding & Influencing Consumer Behavior *1.5 credits*

**CUSTOMER ANALYTICS**

**Complete these 3 credits:**

MKT 500T Customer Analytics Using Probability Models *3 credits*

**Complete at least 4.5 credits from the following courses:**

MKT 555A Data Analysis for Brand Management *1.5 credits*

MKT 555 Analytics-Driven Brand Management *1.5 credits*

MKT 558 Pricing Strategies *1.5 credits*

MKT 558B Pricing Decision Making & Implementation *1.5 credits*

MKT 500S Predictive Analytics for Business Decision Making *3 credits*

MKT 500U Digital Marketing *1.5 credits*

MKT 571B Advanced Marketing Research *1.5 credits*