



DESCRIPTION

In many companies, each brand or product is managed as an independent business with a brand manager having profit & loss responsibility. While the key area of focus for the brand manager is the consumer marketing effort, they are also responsible for coordinating all aspects of the business: research and development, manufacturing, distribution, pricing, advertising and promotion, market research, and business and sales analysis. Below we suggest a path through the Olin marketing curriculum that you may find useful if you plan a career in brand management.

PROGRAM

Platform Director: Michael Wall, Professor of Practice in Marketing
MBA Program Liaison: Rachel Tolliver
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*



SUGGESTED COURSE SCHEDULE Required Core Courses (red) Platform Foundation Courses (italic) Platform Concentration Courses

	BRAND MANAGEMENT	PRODUCT MANAGEMENT	CUSTOMER ANALYTICS
FALL 1	Core Courses Marketing Industry Seminar .5 credit	Core Courses Marketing Industry Seminar .5 credit	Core Courses Marketing Industry Seminar .5 credit
SPRING 1	Managerial Statistics 2 credits Strategic Cost Analysis 2 credits MKT 571A Marketing Research 1.5 credits* MKT 555A Data Analysis for Brand Management 1.5 credits** MKT 555 Analytics-Driven Brand Management 1.5 credits** MKT 520 Creating & Building Brand Equity 1.5 credits**	Managerial Statistics 2 credits Strategic Cost Analysis 2 credits MKT 571A Marketing Research 1.5 credits* MKT 558B Pricing Decision Making & Implementation 1.5 credits**	Managerial Statistics 2 credits Strategic Cost Analysis 2 credits MKT 571A Marketing Research 1.5 credits* MKT 500T Customer Analytics Using Probability Models 3 credits** MKT 555A Data Analysis for Brand Management 1.5 credits** MKT 555 Analytics-Driven Brand Management 1.5 credits** MKT 571B Advanced Marketing Research 1.5 credits**
	Additional electives and/or experiential learning foundation requirement up to a semester maximum of 19 credits		
FALL 2	Leadership Development 1.5 credits MKT 577 Marketing Strategy 3 credits MKT 559 Creating & Marketing Innovative Products & Services 1.5 credits*** MKT 559B Marketing Strategies for Innovative Products & Services 1.5 credits*** MKT 576A Understanding & Influencing Consumer Behavior 1.5 credits MKT 521 Retail Management 1.5 credits MKT 558 Pricing Strategies 1.5 credits** MKT 558B Pricing Decision Making & Implementation 1.5 credits**	Leadership Development 1.5 credits MKT 577 Marketing Strategy 3 credits MKT 559 Creating & Marketing Innovative Products & Services 1.5 credits*** MKT 559B Marketing Strategies for Innovative Products & Services 1.5 credits*** MKT 576A Understanding & Influencing Consumer Behavior 1.5 credits MKT 558 Pricing Strategies 1.5 credits** MKT 558B Pricing Decision Making & Implementation 1.5 credits**	Leadership Development 1.5 credits MKT 577 Marketing Strategy 3 credits MKT 558 Pricing Strategies 1.5 credits** MKT 558B Pricing Decision Making & Implementation 1.5 credits** MKT 571B Advanced Marketing Research 1.5 credits**
	Additional electives and/or Experiential Learning foundation requirement up to a semester maximum of 18.5 credits		
SPRING 2	Global Business Environment in the 21st Century 3 credits MKT 500U Digital Marketing 1.5 credits**	Global Business Environment in the 21st Century 3 credits MKT 523 Sales Management 1.5 credits** MKT 500U Digital Marketing 1.5 credits**	Global Business Environment in the 21st Century 3 credits MKT 500S Predictive Analytics for Business Decision Making 3 credits** MKT 500U Digital Marketing 1.5 credits**
	Additional electives and/or Experiential Learning foundation requirement up to a semester maximum of 19 credits		
	3 credits total required from course choices in gray blocks	7.5 credits total required from course choices in gray blocks	4.5 credits total required from course choices in gray blocks

*Course can be taken Spring 1, Fall 2 or Spring 2 | **Course can be taken Spring 1 or Spring 2 | ***Course can be taken Summer 2