



UNIVERSITY OF
MARYLAND

OFFICE OF THE PRESIDENT

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September 12, 2025

Dr. Sanjay Rai
Secretary
Maryland Higher Education Commission
217 East Redwood Street, Suite 2100
Baltimore, MD 21202

Dear Secretary Rai:

I am writing to request approval for a new Master of Science program in Marketing. The proposal for the new program is attached. I am also submitting this proposal to the University System of Maryland for approval.

The proposal was endorsed by the appropriate faculty and administrative committees. I also endorse this proposal and am pleased to submit it for your approval.

Sincerely,

Darryll J. Pines
President
Glenn L. Martin Professor of Aerospace Engineering

DJP/mdc

cc: Candace Caraco, Associate Vice Chancellor
Jennifer King Rice, Senior Vice President and Provost
Prabhudev Konana, Dean, Robert H. Smith School of Business



Cover Sheet for In-State Institutions
New Program or Substantial Modification to Existing Program

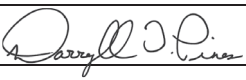
Institution Submitting Proposal

University of Maryland, College Park

Each action below requires a separate proposal and cover sheet.

- | | |
|---|---|
| ☒ New Academic Program | ☐ Substantial Change to a Degree Program |
| ☐ New Area of Concentration | ☐ Substantial Change to an Area of Concentration |
| ☐ New Degree Level Approval | ☐ Substantial Change to a Certificate Program |
| ☐ New Stand-Alone Certificate | ☐ Cooperative Degree Program |
| ☐ Off Campus Program | ☐ Offer Program at Regional Higher Education Center |

Payment ☒ Yes	Payment ☒ R*STARS # JJ593769	Payment	Date
Submitted: ☐ No	Type: ☐ Check #	Amount: \$850	Submitted: 9/15/2025

Department Proposing Program	Robert H. Smith School of Business		
Degree Level and Degree Type	Master's; Master of Science		
Title of Proposed Program	Marketing		
Total Number of Credits	30		
Suggested Codes	HEGIS: 050902	CIP: 52.1399	
Program Modality	☐ On-campus ☐ Distance Education (fully online) ☒ Both		
Program Resources	☒ Using Existing Resources ☐ Requiring New Resources		
Projected Implementation Date (must be 60 days from proposal submission as per COMAR 13B.02.03.03)	☐ Fall	☒ Spring	☐ Summer Year: 2026
Provide Link to Most Recent Academic Catalog	URL: https://academiccatalog.umd.edu/		
Preferred Contact for this Proposal	Name: Michael Colson		
	Title: Senior Coordinator for Academic Programs		
	Phone: 301-405-5626		
	Email: mcolson@umd.edu		
President/Chief Executive	Type Name: Darryll J. Pines		
	Signature: 		Date: 09-12-2025
	Date of Approval/Endorsement by Governing Board:		

Revised 4/2025

A. Centrality to the University's Mission and Planning Priorities

Description. The University of Maryland, College Park (UMD) proposes to establish a **Master of Science in Marketing**. This 30-credit program is designed for students seeking in-depth knowledge and skills in core areas of marketing such as strategy, segmentation, targeting, and positioning, as well as marketing research, consumer insights, and analytics. The curriculum also provides practical training in the application of tools and technologies used to analyze customer and firm data. The proposed program will provide a strong foundation in the fundamentals of marketing management while allowing students to tailor their experience through a wide selection of electives. Topics include brand management, pricing strategy, innovation and product development, and marketing in the age of AI. Graduates of the program will be equipped for roles in marketing management, market research, brand strategy, and digital marketing analytics. **The program will be offered in both in-person and online modalities.**

Relation to Strategic Goals. As written in our [mission statement](#), one of UMD's graduate education objectives is to "Expand professional graduate programs that are nationally recognized for excellence in their curricula, their contributions to the practice of the professions, and for their innovation and creativity." The curriculum emphasizes both depth and flexibility, offering core foundations in marketing strategy, research, and consumer behavior, alongside specialized electives in emerging areas such as digital promotion, AI in marketing, marketing analytics, and platform strategy. This ensures rigorous, up-to-date preparation for the complexities of modern marketing practice. The program contributes to the profession through its use of case studies, applied exercises, and experiential learning, enabling students to engage with real-world marketing problems and develop practical solutions.

Funding. The program, which will be housed in UMD's Robert H. Smith School of Business, will be funded with tuition revenue. Financial projections indicate that the program will be self-sustaining through tuition revenue, with sufficient capacity to support faculty, staff, and teaching assistant needs over the first five years. The Smith School currently offers multiple master's programs and consequently has the existing administrative and faculty resources to offer this new program.

Institutional Commitment. The University of Maryland and the Robert H. Smith School of Business are fully committed to the successful implementation and long-term sustainability of the MS in Marketing. The program will be administered through the Smith School's established infrastructure for master's programs, including dedicated advising, admissions, and career services teams. Faculty with expertise in marketing, analytics, and strategy have been identified to lead both core and elective courses. The program will operate within existing facilities at Van Munching Hall and will use classroom, IT, and library resources already in place. Financial projections confirm the program will be self-sustaining through tuition revenue, with sufficient capacity to support faculty, staff, and teaching assistant needs over the first five years.

B. Critical and Compelling Regional or Statewide Need as Identified in the State Plan

Need. The need for this program can be summed up in COMAR 13B.02.03.08B(3): *Occupational and professional needs relative to upgrading vocational/technical skills or meeting job market requirements.* The program addresses occupational and professional needs related to the rapidly evolving marketing profession and the increasing demand for advanced technical and analytical skills. The program prepares graduates to meet job market requirements across sectors where marketing strategy, consumer insights, and digital engagement play critical roles—particularly in industries central to Maryland’s economy such as technology, health care, higher education, and government services. The program equips students with practical expertise in digital promotion, analytics, and customer experience management—areas that are now essential for success in marketing leadership roles.

State Plan. The proposed program aligns broadly with the 2022 [Maryland State Plan for Postsecondary Education](#), specifically Priority 5, “Maintain the commitment to high-quality postsecondary education in Maryland,” in particular, the Action Item to “Identify innovative fields of study.” This program is innovative in both structure and substance, offering a forward-looking curriculum that bridges strategic marketing fundamentals with emerging industry demands. Unlike traditional programs, the proposed program integrates high-demand competencies such as digital promotion, customer analytics, platform strategy, and artificial intelligence, allowing students to tailor their education through modular elective pathways. It emphasizes experiential learning through case studies and applied analytics projects that reflect real-world marketing challenges, ensuring graduates are career-ready from day one. Designed for flexibility and inclusivity, the program welcomes students from both quantitative and qualitative backgrounds.

C. Quantifiable and Reliable Evidence and Documentation of Market Supply and Demand in the Region and State

Marketing positions are projected to increase at both national and state levels. The United States Bureau of Labor Statistics predicts that advertising, promotions, and marketing manager positions in the United States will grow by 6% (faster than average) from 2024 to 2034.¹ Marketing Research Analysts are projected to grow by 7%.² At the state level, the Maryland Department of Labor predicts a 8.63% increase in the number of Marketing Managers and a 9.16% increase in the number of Market Research Analysts and Specialists from 2023 to 2033.³

A 2024 labor market analysis conducted by Hanover Research further substantiates this trend. The report projects 8.9% growth in marketing-related occupations in Maryland from 2023 to

¹ U.S. Bureau of Labor Statistics. Occupational Outlook Handbook: Advertising, Promotions, and Marketing Managers. <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

² U.S. Bureau of Labor Statistics. Occupational Outlook Handbook: Market Research Analysts. <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

³ Maryland Department of Labor. Maryland Occupational Projections - 2023-2033 - Workforce Information and Performance <https://labor.maryland.gov/lmi/iandoproj/maryland.shtml>

2033 and identifies Market Research Analysts and Marketing Specialists as the fastest-growing roles in every geography studied. The need is driven by increased demand for professionals who can interpret data, develop digital strategies, and respond to rapidly changing consumer behavior.

D. Reasonableness of Program Duplication

Other than UMD, only two other institutions in the state offer master's-level programs in marketing: Johns Hopkins University (MS in Marketing) and Towson University (MS in Marketing Intelligence). However, the proposed program addresses a significant gap between the number of marketing-related job openings in Maryland and the current supply of graduates qualified to fill them. This disconnect suggests that existing graduate programs are insufficient in number, scale, or focus to meet workforce needs. The proposed UMD program directly responds to this supply-demand imbalance by preparing students with the analytical, strategic, and digital skills employers are seeking, thereby expanding the state's capacity to produce highly qualified marketing professionals. Rather than duplicating existing offerings, the program fills a critical educational and economic need within Maryland's public university system.

While UMD also offers a Master of Science in Marketing Analytics, the proposed Master of Science in Marketing differs by offering a broader, strategically focused curriculum that emphasizes brand management, consumer behavior, and digital marketing, rather than the highly quantitative and technical training in data modeling and statistical analysis that defines the analytics program. While both address workforce needs, the proposed program serves students seeking applied marketing leadership roles beyond purely analytical functions.

E. Relevance to Historically Black Institutions (HBIs)

As indicated above, there are no such programs at Maryland state Historically Black Institutions.

F. Relevance to the identity of Historically Black Institutions (HBIs)

As indicated above, there are no such programs at Maryland state Historically Black Institutions; therefore, this program will not impact the identity of any Historically Black Institution. The program is housed within the Robert H. Smith School of Business--a research-intensive, flagship institution with a statewide service mission--that already offers many different master's level business programs, including (as noted above) an MS in Marketing Analytics. Consequently, graduate education in marketing is an established part of the UMD identity.

G. Adequacy of Curriculum Design, Program Modality, and Related Learning Outcomes

Curricular Development. The development of the Master of Science in Marketing curriculum reflects the Smith School's guiding principle that business education should be accessible and relevant to students from all academic and professional backgrounds. In line with the

“Everybody’s Business” philosophy, the program is intentionally designed to welcome students from a wide range of undergraduate majors—not only business, but also disciplines such as communications, psychology, sociology, engineering, and the arts—who seek to apply their existing skills in strategic and data-informed marketing roles. The curriculum balances foundational business principles with applied learning and modern marketing tools, ensuring that students without prior business training can succeed while still offering sufficient depth and flexibility for students with more specialized experience. By broadening access to graduate business education, the program fulfills the School’s mission to prepare diverse, cross-disciplinary cohorts of students for meaningful participation in Maryland’s innovation-driven economy.

Faculty Oversight. A faculty member from the Smith School will be named as Academic Director to provide oversight for all aspects of the program.

Educational Objectives and Learning Outcomes. The learning outcomes for the program are as follows:

1. Demonstrate a clear understanding of the fundamental concepts of marketing, consumer behavior, and marketing research.
2. Develop critical thinking skills for creating and executing effective marketing strategies.
3. Apply data collection, management, analysis, and visualization techniques to address marketing problems.
4. Demonstrate effective verbal and written communication skills in presenting marketing analyses.

Institutional assessment and documentation of learning outcomes. Each course in the curriculum is intended to help students understand and solve marketing challenges and opportunities. A combination of periodic examinations, case studies, exercises, and experiential learning will be used to assess student learning outcomes.

Course requirements. The program requires 30 credits. A list of courses and descriptions is included in Appendix B. Please note that new courses (indicated as BUMK6XX) will be assigned course numbers when the program is approved.

Course Number	Course Title	Credits
BUMK6XX	Marketing Foundations	3
BUMK6XX	Marketing Research	3
BUMK6XX	Marketing Strategy	3
BUMK6XX	Consumer Behavior	3
Electives (sample electives listed below)		18
BUMK716	Brand Management	
BUMK6XX	Customer Lifetime Valuation	
BUMK760	Business Policies and Ethics	

BUMK773	Pricing Analytics and Strategies	
BUMK758P	Innovation and Product Development	
BUMK758O	Digital Promotion and Advertising	
BUMK6XX	Marketing in the Age of AI	
BUMK706	Marketing Analysis	
BUMK770	Retail Analytics	
BUMK758R	Customer Relationship Development	
Total Credits		30

General Education. Not applicable for our graduate programs.

Accreditation or Certification Requirements. The proposed program will not be accredited, but will be among the program offerings of the Robert H. Smith School of Business, which is annually accredited by AACSB - The Association to Advance Collegiate Schools of Business - the foremost accreditation body of business schools in the world.

Other Institutions or Organizations. The offering unit is not planning to contract with another institution or non-collegiate organization for this program.

Student Support. The program director will provide administrative coordination for the program, in collaboration with the Smith School's Master's Programs Office. Students will be supported through the program office for academic guidance and advising. They will also have access to the Graduate School Counseling and the Counseling Center resources. The program director will be the first point of contact for students, while the Smith School's Master's Programs Office, which provides administrative services for the Smith School's master's programs, provides student and program services, such as admission support, scheduling, registration, guidance on billing and payment, graduation, and guidance on appeals. Students will see admission criteria, financial aid resources, costs, and complaint procedures on the Smith School website. Specific technological competence and equipment needed for online instruction will be included in the admission criteria. Learning management information will also be included in these materials.

Marketing and Admissions Information. Students will see admission criteria, financial aid resources, and costs on the Smith School website.

H. Adequacy of Articulation

Not applicable for this graduate program.

I. Adequacy of Faculty Resources

Program faculty. Appendix A contains a list of faculty members who will likely teach in the program. All instructors will be UMD graduate faculty from the Robert H. Smith School of Business.

Faculty training. Faculty teaching in the program will use the university's learning management system along with its extensive electronic resources. They will have access to instructional development opportunities available across the College Park campus, including those offered as part of the Teaching and Learning Transformation Center, many of which are delivered in a virtual environment. Instructors will work with the learning design specialists on campus to incorporate best practices when teaching in the online environment.

J. Adequacy of Library Resources

The University of Maryland Libraries assessment concluded that the Libraries are able to meet, with current resources, the curricular and research needs of the program.

K. Adequacy of Physical Facilities, Infrastructure, and Instructional Resources

The Smith School already offers master's programs in a variety of areas, including the MS in Marketing Analytics. As a result, the physical facilities, infrastructure, and instructional equipment are, on the whole, already in place. The implementation of the new program will require some additional classroom usage, but generally the program can be implemented within existing resources. For the online components of the coursework, UMD maintains an Enterprise Learning Management System (ELMS). ELMS is a Web-based platform for sharing course content, tracking assignments and grades, and enabling virtual collaboration and interaction. All students and faculty have access to UMD's electronic mailing system.

L. Adequacy of Financial Resources

Tables 1 and 2 contain the details of resources and expenditures.

Table 1 Resources:

The program will be self-supported through tuition revenue.

1. Line 1 shows no reallocated funds since the program is supported by tuition from existing students.
2. Graduate students will be paying tuition by the credit. We ultimately anticipate that 40 full-time students will be taking 30 credits per year.
3. The tuition rate will be \$1852 per credit with an assumed annual increase of 3%.
4. No external sources of funding are assumed.
5. No other sources of funding are assumed.

Table 2 Expenditures:

1. Faculty salaries are based on cost per course.
2. We assume an annual increase of 3% in faculty salaries with a corresponding 33% benefits rate.
3. Administrative positions include an academic director (1 FTE) and a support staff person (1 FTE).
4. Included is an annual 3% increase and a corresponding benefits rate of 33% for administrative salaries.
5. Other expenses include faculty director stipend, teaching assistance, student services, marketing and recruiting, career services, and student aid.

M. Adequacy of Program Evaluation

Formal program review is carried out according to the University of Maryland's policy for Periodic Review of Academic Units, which includes a review of the academic programs offered by, and the research and administration of, the academic unit (<http://www.president.umd.edu/policies/2014-i-600a.html>). Program Review is also monitored following the guidelines of the campus-wide cycle of Learning Outcomes Assessment (https://irpa.umd.edu/Assessment/loa_overview.html). Faculty within the department are reviewed according to the University's Policy on Periodic Evaluation of Faculty Performance (<http://www.president.umd.edu/policies/2014-ii-120a.html>). Since 2005, the University has used an online course feedback survey instrument for students that standardizes course feedback across campus. The course survey has standard, university-wide questions and allows for supplemental, specialized questions from the academic unit offering the course.

N. Consistency with Minority Student Achievement goals

The Robert H. Smith School of Business community is multifaceted at every level – students, staff and faculty represent the spectrum of diversity. With a large population of international students and a diverse blend of backgrounds, nationalities, ethnicities and experiences, Smith students have an opportunity to make connections with those who share their interests, and to grow and learn by making new friends and sharing new experiences. The Smith School engages in recruiting and outreach events across the globe to generate a diverse student body

O. Relationship to Low Productivity Programs Identified by the Commission

N/A

P. Adequacy of Distance Education Programs

The distance-education version of the program will be entirely online. This will allow the program to reach a wider audience, including those in the local area whose professional commitments may not allow for regular travel to College Park. The online curriculum will be the same as the in-person curriculum. As with other successful online master's programs offered by

the Robert H. Smith School of Business, the online Master of Science in Marketing program will feature a mix of synchronous online classes and asynchronous online materials including video lectures, simulations, problem sets, and discussions. Learning outcomes, academic rigor and program curricula will be exactly the same for the online program as it is for the on-campus program.

The Smith School has an Assurance of Learning Program (AoL) via the Office of Digital Learning, as required by its accrediting agency, the AACSB; all graduate programs are a part of this program. AoL assures that outcomes are measured across courses in the program and the results fed back at the program level to maintain and improve quality. A faculty committee, the MS Oversight Committee, exists to oversee administrative issues including admissions, academic courses and curriculum policies, student activities, and internships and placement opportunities. Additional oversight and the delivery of services will be provided by the Smith School's Masters Programs Office and the Office of Career Services under the direction of the Associate Dean. Academic advising, financial aid, and career services will be provided by the corresponding University and Smith School units.

Table 1: Resources

Resources Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	\$0	\$0	\$0	\$0	\$0
2. Tuition/Fee Revenue (c+g below)	\$1,389,000	\$1,716,300	\$2,356,360	\$2,426,338	\$2,498,395
a. #FT Students	25	30	40	40	40
b. Annual Tuition/Fee Rate (based on 30 credits)	\$55,560	\$57,210	\$58,909	\$60,658	\$62,460
c. Annual FT Revenue (a x b)	\$1,389,000	\$1,716,300	\$2,356,360	\$2,426,338	\$2,498,395
d. # PT Students	0	0	0	0	0
e. Credit Hour Rate	\$1,852	\$1,907	\$1,964	\$2,022	\$2,082
f. Annual Credit Hours	30	30	30	30	30
g. Total Part Time Revenue (d x e x f)	\$0	\$0	\$0	\$0	\$0
3. Grants, Contracts, & Other External Sources	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 - 4)	\$1,389,000	\$1,716,300	\$2,356,360	\$2,426,338	\$2,498,395

Table 2: Expenditures

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b+c below)	\$532,000	\$547,960	\$564,399	\$581,331	\$598,771
a. #FTE	2	2	2	2	2
b. Total Salary	\$400,000	\$412,000	\$424,360	\$437,091	\$450,204
c. Total Benefits	\$132,000	\$135,960	\$140,039	\$144,240	\$148,567
2. Admin. Staff (b+c below)	\$133,000	\$136,990	\$141,100	\$145,333	\$149,693
a. #FTE	1	1	1	1	1
b. Total Salary	\$100,000	\$103,000	\$106,090	\$109,273	\$112,551
c. Total Benefits	\$33,000	\$33,990	\$35,010	\$36,060	\$37,142
3. Total Support Staff (b+c below)	\$93,100	\$95,893	\$98,770	\$101,733	\$104,785
a. #FTE	1	1	1	1	1
b. Total Salary	\$70,000	\$72,100	\$74,263	\$76,491	\$78,786
c. Total Benefits	\$23,100	\$23,793	\$24,507	\$25,242	\$25,999
4. Graduate Assistants (b+c)	0	0	0	0	0
a. #FTE	0	0	0	0	0
b. Stipend	0	0	0	0	0
c. Tuition Remission	0	0	0	0	0
d. Benefits	0	0	0	0	0
5. Equipment	\$0	\$0	\$0	\$0	\$0
6. Library	0	0	0	0	0
7. New or Renovated Space	0	0	0	0	0
8. Other Expenses	\$531,263	\$622,265	\$750,899	\$765,521	\$780,581
TOTAL (Add 1 - 8)	\$1,289,363	\$1,403,108	\$1,555,167	\$1,593,917	\$1,633,829

Appendix A: Faculty Information

The following faculty members are projected to teach in the program. All faculty are full-time unless otherwise indicated.

Name	Highest Degree Earned, Program, and Institution	UMD Title (indicate if part-time)	Courses
Henry C Boyd III	PhD in Marketing Duke University JD in Intellectual Property UW Madison	Assistant Dean for Civic Engagement Board of Directors, College Park Academy Intellectual Property Attorney Clinical Professor	BUMK6XX Marketing Foundations BUMK6XX Marketing Strategy
Cathy Yi Chen	PhD in Marketing UCLA	Associate Clinical Professor	BUMK6XX Marketing Research
Ali Faraji-Rad	PhD, BI Norwegian Business School	Assistant Professor	BUMK6XX Consumer Behavior
Rosellina Ferraro	PhD in Marketing Duke University	Associate Dean of MBA Programs Associate Professor of Marketing	BUMK6XX Consumer Behavior BUMK716 Brand Management
Judy Frels	PhD in Marketing University of Texas at Austin	Academic Director of the MS Marketing Analytics Senior Fellow, Executive Development Programs Clinical Professor	BUMK6XX Marketing Foundations BUMK6XX Marketing Strategy
Mary Beth Furst	EdD Entrepreneurial Leadership Johns Hopkins University	Associate Area Chair, Marketing Clinical Professor	BUMK6XX Marketing Foundations BUMK6XX Marketing Strategy BUMK6XX Consumer Behavior

			BUMK716 Brand Management BUMK760 Business Policies and Ethics BUMK758P Innovation & Product Development
Bruno Jacobs	PhD, Erasmus University Rotterdam	Assistant Professor	BUMK6XX Marketing Research
Yogesh Joshi	PhD, Wharton School of Business, University of Pennsylvania	Professor	BUMK758P Innovation & Product Development BUMK773 Pricing Analytics and Strategies
PK Kannan	PhD in Management, Purdue University	Associate Dean for Strategic Initiatives Dean's Chair in Marketing Science	BUMK6XX Customer Lifetime Valuation
Liye Ma	PhD, Carnegie Mellon University	Associate Professor	BUMKXXX Marketing in the Age of AI
Dan McCarthy	PhD, Statistics, Wharton School of Business, University of Pennsylvania	Associate Professor	BUMKXXX Customer Lifetime Valuation
Wendy Moe	PhD Wharton School of Business, University of Pennsylvania	Dean's Professor of Marketing	BUMK760 Business Policies and Ethics BUMKXXX Marketing in the Age of AI
Rebecca Ratner	PhD Social Psychology Princeton University	Dean's Professor of Marketing	BUMK6XX Consumer Behavior
Michel Wedel	PhD, Marketing, University of Wageningen	Distinguished University Professor PepsiCo Chair in Consumer Science	BUMK706 Marketing Analysis

Jie Zhang	PhD in Marketing, Kellogg School of Management, Northwestern University	Dean's Professor of Marketing Harvey Sanders Fellow of Retail Management	BUMK706 Marketing Analysis BUMK770 Retail Analytics
Bobby Zhou	PhD in Marketing Duke University	Associate Professor	BUMK773 Pricing Analytics and Strategies

Appendix B: Course Descriptions

Core Requirements

BUMK6XX Marketing Foundations (3 Credits)

Analysis of marketing problems and evaluation of specific marketing efforts regarding the organization's products and services, pricing activities, channel selection, and promotion strategies in domestic and international markets.

BUMK6XX Marketing Research (3 Credits)

The process of acquiring, classifying, and interpreting primary and secondary marketing data needed for intelligent, profitable marketing decisions. Evaluation of the appropriateness of alternative methodologies, such as the inductive, deductive, survey, observational, and experimental. Recent developments in the systematic recording and use of internal and external data needed for marketing decisions.

BUMK6XX Consumer Behavior (3 Credits)

This course focuses on the analysis of customer decision-making and how marketing strategy can be influenced by those decisions. The buyer behavior model is used, in which concepts from psychology, sociology, and economics are applied to individual and organizational purchase decisions. Marketing strategies of leading firms in consumer products, technology, and services are analyzed using a variety of case study formats.

BUMK6XX Marketing Strategy (3 Credits)

This course combines lectures, readings, case analyses, and a competitive simulation to create and analyze marketing strategies in real-world contexts. A significant part of the course involves a competitive computer-based simulation in which student teams leverage marketing data and metrics to make marketing decisions for an organization that is competing in a market against other student teams.

Electives

BUMK716 Brand Management (2 credits)

This course teaches students how to build, measure, and leverage brand equity, manage brand portfolios, and manage brands in various stages of the product life cycle.

BUMK6XX Customer Lifetime Valuation (2 credits)

By the end of the course, you'll be able to transform transactional and CRM data into actionable business strategies. You'll be adept at identifying high-value customers, predicting future behaviors, and making informed decisions that enhance customer profitability.

BUMK760 Business Policies & Ethics (2 credits)

This course is a study of the standards of business conduct, morals and values as well as the role of business in society. Students will consider the sometimes conflicting interests of and claims on the firm and its objectives.

BUMK773 Pricing Strategies (2 credits)

The economic and behavioral aspects of pricing and the evaluation of innovative pricing practices such as price matching, customized pricing, bundle pricing, and product line pricing. The course will cover both B2B, B2C, online and offline markets. Instruction will be through a mix of case studies, pricing simulation games, hands-on exercises, practitioner guest lectures, and discussions.

BUMK758P Innovation and Product Development (2 credits)

Focuses on the development of innovations - new products or new services - from the perspective of a marketer. For an innovation to be successful in the market, it has to be customer-centric: hence, in this course, we study how to develop and bring to market elegant and efficient solutions to strong customer needs. This is a fundamental business challenge, faced while working in a startup or an established company; when developing a new product or a new service; and when serving customers who are individuals or large corporations.

BUMK758O Digital Promotion and Advertising (2 credits)

The explosive growth of innovative digital technologies over the past two decades has revolutionized the way customers browse for information, compare products and services, make purchases, and engage with firms and other customers. Customers today interact with firms and other customers through multiple online touch points in multiple channels and media. In this course, you will learn the technical, communication and strategic skills to develop and manage integrated digital marketing campaigns spanning across the different touchpoints that consumers use to interact with firms. You will learn to identify and target potential customers and create appropriate content for specific use across various channels, media and digital devices. The focus will be on designing efficient and effective advertising and promotion campaigns with a specific focus on online advertising covering search, display, video, social media ads and influencer advertising. Metrics to measure campaign effectiveness will also be covered. These metrics will inform specific strategies for how firms approach each market, design their ads and promotions with a view to acquire and/or retain customers. We will also focus on how emerging AI technologies can help in these processes.

BUMK6XX Marketing in the Age of AI (2 credits)

In an era where artificial intelligence is revolutionizing the business landscape, "Marketing in the Age of AI" offers an immersive and forward-thinking approach to understanding and leveraging AI in marketing strategies. This course is designed for aspiring leaders and marketing professionals eager to harness the power of AI to drive customer engagement, enhance brand value, and achieve competitive advantage. The course begins with a foundational exploration of marketing strategy, focusing on critical elements such as customer segmentation, targeting,

positioning, and branding. Students will gain a comprehensive understanding of these essential concepts before diving into the transformative impact of AI on marketing. Key topics covered include: Ad Targeting, Recommender Algorithms, Personalization, and Generative AI and LLMs, among others. The course also addresses the critical legal and ethical implications of marketing in the AI age. Students will examine varying regulations and ethical standards across different countries, preparing them to navigate the complex global landscape.

BUMK706 Marketing Analysis (2 credits)

The analysis of marketing data needed for profitable marketing decisions. Advanced methods of marketing analysis for marketing decisions, including choice and count data models, joint analysis of consumers choice, quantity and timing decisions, mixture and mixture regression models, and conjoint analysis, all using data-based cases and SAS software. Applications are in the areas of strategic marketing, marketing segmentation, eye tracking for advertising effectiveness, new product development, sales promotion analysis, pricing, design of marketing mix, and direct marketing.

BUMK770 Retail Analytics (2 credits)

Planning and implementing retail marketing strategies often involve sophisticated analytics. This course will teach the analytical tools needed to develop retail strategies. Both store and non-store (catalog, Internet) retailing are discussed. Also, students will learn how to evaluate the impact of environmental trends in the consumer market, competition, the economy and technology on retail strategy in the U.S. and global market.

BUMK758R Customer Relationship Development (2 credits)

Marketing promotion tactics include direct interaction with potential customers. In this course, you will apply your business acumen to understand customer needs through a consultative communication approach and develop customized solutions. This highly interactive course focuses on developing your communication, time-management, and problem-solving skills to prepare you for careers in consulting, management, personal sales, and business development.