From:	Kellogg Marketing Department
To:	Kellogg Evening & Weekend Students; Kellogg Class 2021 and 2022 Students
Cc:	Tim Calkins
Subject:	UPDATED Winter 2021 Marketing Course Information
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Winter 2021 Marketing Course Information

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Marketing Department

Hello Kellogg Students! I hope your fall term has been going well. What strange times we are navigating through.

Things are getting chilly in Chicago, which means it is time to think about Winter Quarter! Bidding is just around the corner.

With that in mind, I wanted to give you a run-down on the Marketing Electives available for Winter 2021. It is a great group of courses.

Let me highlight four courses. First, **Digital Marketing Implementation** (MKTG 956) is a newer course taught by Scott Levy. This a very hands-on course; Professor Levy is an expert on advertising on social media networks like Facebook and Instagram. In this course, you have a budget to work with, and you develop and run ad campaigns. This is all tactical execution, but the skills are very valuable in today's world.

Second, **Advertising Strategy** (MKTG 454) this quarter, a popular class, is being taught by Professor Jake Teeny. He is a social psychologist who studies communication such as word-of-mouth marketing and techniques that shape consumer perceptions of brand and self. He will bring a fresh take to a proven course.

Third, **Customer Loyalty** (MKTG 948) is a newer course taught by Professor Tom O'Toole. He is now Associate Dean for Executive Education at Kellogg. Previously he was CMO and President of Mileage Plus at United Airlines. Professor O'Toole is a savvy business leader with a lot of experience. He brings all of that to this important course on loyalty.

Finally, Gina Fong is again teaching **Ethnographic Customer Insights** (MKTG 949). This course about qualitative research is becoming a favorite. Professor Fong works with a range of different brands in her consulting practice and brings that expertise to this applied course. In this course you will learn a range of skills and techniques for understanding consumer insights and motivations.

These courses are all on top of some classic Kellogg courses, ranging from Marketing Research and Analytics to Launching New Products to Behavioral Marketing Science. All of them are worth a look. Please check each course syllabus for information on modality.

Have a great rest of the quarter and stay well!

Tim Calkins

Associate Chair – Marketing Department

Winter Quarter 2021 Marketing Department Electives

Marketing Research and Analytics (MKTG 450)
Professor Rima Toure-Tillery
Learning about customer needs, wants and desires is essential for success. This course provides an understanding of different market research techniques. The course covers everything from problem formulation to research design to data collection and analysis. Students work in teams, using research techniques to solve real business problems.

Advertising Strategy (MKTG 454)
Professor Jake Teeny
This course helps students become effective critical thinkers when it comes to leading advertising initiatives in both traditional and digital formats. The course starts with strategy and then proceeds to creative development, execution, and evaluation, using a wide range of cases to illustrate the points.

Retail Analytics and Pricing (MKTG 462)
Professor Anna Tuchman
This course has two broad goals. First, you will learn how to make data-driven pricing and promotion decisions using historical and experimental data. Second, you will gain a deeper understanding of best practices in retail. Together, this will prepare you to work in today's fast-paced retail environment.

Launching New Products and Services (MKTG 465)
Professor Michal Maimaran
Developing and launching innovative new products and services is among the most complex challenges faced by managers. How can one generate potentially breakthrough new product and service concepts? Given an infinite world of possibilities, how does one decide which products and feature concepts to pursue? How does one get customer feedback for products and features that do not yet exist? What marketing strategy & tactics should one employ to convince customers to purchase products they might not yet know they want? How does one reconcile the introduction of new products with an existing product portfolio? The goal of this course is to introduce students to marketing principles and concepts that they can use to tackle these questions.

Marketing Strategy for Growth and Defense (MKTG 466)
Professors Jim Lecinski and Tim Calkins
This course is focused on helping you develop strong marketing plans that deliver positive results. A combination of frameworks, cases, and the Markstrat simulation, the course helps you identify and gain support for strategies that will drive business growth throughout the business lifecycle, from launching new products to growing an established businesses to defending against competitive attacks.

Strategic Brand Management (MKTG 473)
Professor Neal Roese
As many products and services are becoming commoditized, brands are becoming increasingly important as key non-price differentiators. As a result, brands now have the potential to play an even greater role in creating value for customers as well as for the company. In this course, you will learn how to create and manage successful brands. You will discuss the key factors that enable brands to create value, focusing on the strategic aspects of building strong brands.

Critical Thinking in Digital and Social Media Marketing (MKTG 479)
Professor Ashlee Humphries
In this course students learn about the emerging digital marketing landscape, and how to create powerful plans and programs. Communication is changing quickly, as new networks form and evolve. To be a successful marketer in the world today, you need to be comfortable leading initiatives in this world. The course spends time on planning, execution, and evaluation.

Customer Loyalty (MKTG 948)
Professor Tom O'Toole
The key to business success is creating and maintain customer loyalty. In this course you will learn why

loyalty is so important, and how to create loyalty in different ways. People often think of loyalty programs when the topic of loyalty comes up. This is just one part of an important and complex world.

Ethnographic Customer Insights (MKTG949)
Professor Gina Fong
Qualitative customer research creates a nuanced understanding that helps marketers put insight into action. This course provides a review of qualitative research tools, including analog tools (immersion and ethnography) as well as the digital ones (video chats, geo-intercepts, bulletin boards and online diaries) that help remove the veils and uncover meaningful customer insight. The purpose of this course is to build a set of insight skills (deep empathy, keen observation, and thoughtful interviewing) that will make you a more effective marketer.

Digital Marketing Implementation (MKTG 956)
Professor Scott Levy
In this course, students learn how to implement marketing campaigns on platforms including Facebook and Google. The course is very hands-on. Students develop and place advertising, working with a budget to implement the activities. This course is a nice complement to more strategic offerings. The focus here is on execution.

Behavioral Marketing Science (MKTG 959)
Professor Angela Lee
Ultimately, marketing is about consumer decisions. This course takes a deep dive into the latest research on how people make choices. Understanding decision making helps us frame choices, create powerful programs, optimize the product assortment, and design product displays. The difference between being a good marketer and a great marketer often comes down to deeply understanding choices people confront. This course will take your skills to a new level.

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