MKT6362 - Marketing Models

MKT 6362 Marketing Models (3 semester credit hours) This course teaches quantitative models that are necessary when implementing marketing strategy such as segmentation, positioning, product portfolios and marketing mix variables. Companies are increasingly using and applying the modeling approach to marketing decision making. Topics and tools covered include: forecasting, product diffusion and advertising, sales force allocation and sizing models, analysis of scanner data in brand choice models, promotional profitability and more. Students will be given a rudimentary knowledge of SAS and other commercially-used software. Prerequisites: (MKT 6301 and OPRE 6301) or instructor consent required. (3-0) Y (2016-02-05 18:02:20)