MKT6339 - Capstone Marketing Decision Making

MKT 6339 Capstone Marketing Decision Making (3 semester credit hours) This course provides hands-on experience in marketing decision-making using analytical marketing methodologies and frameworks. As part of the course, students will run a comprehensive marketing simulation software where they manage a fictional firm as a team in a competitive market place. Teams make strategic and tactical decisions to compete with other firms for market share and profits. Students will be exposed to commonly encountered marketing decisions such as selecting target segments, positioning, product line extensions, pricing, promotions, advertising spending, and sales force allocation. Students will learn to integrate the latest marketing thinking with data and assumptions, to systematically evaluate tradeoffs and implement solutions, and avoid common marketing mistakes. Students will gain experience in developing and defending the business case for marketing decisions and measuring and evaluating the outcome of their choices. Prerequisite: MKT 6301. (3-0) Y