

## MBA Concentration – BRAND MANAGEMENT

<b>Coordinator</b>	<b>Professor Chakravarthi Narasimhan</b>
<b>Description</b>	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, s/he is 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 are suggesting a path through the Olin marketing curriculum that you might find useful if you plan a career in Brand Management. We believe that maximum value can be derived from the Brand Management concentration by pursuing the Primary Electives and then supplementing those with additional Suggested Electives.

Course	Units	Primary or Suggested Elective	Suggested Semester (schedules subject to change)	Prerequisites (in addition to appropriate core courses)/Notes
<b>MKT 555A: Data Analysis for Brand Management</b>	1.5	Primary	Spring year 1	
<b>MKT 500H: Brand Management: Creating &amp; Building Brand Equity</b>	1.5	Primary	Spring year 1	
<b>MKT 500I: Brand Management: Measuring &amp; Managing Brand Equity</b>	1.5	Primary	Spring year 1	<b>MKT 500H or 555 recommended</b>
<b>MKT 571A: Marketing Research</b>	1.5	Primary	Spring year 1	
<b>MKT 577: Marketing Strategy</b>	3.0	Primary	Fall year 2	
<b>Suggested Marketing Courses</b>				
MKT 571C: Database Marketing	1.5	Suggested	Spring year 1	
MKT 576A: Understanding and Influencing Consumer Behavior	1.5	Suggested	Fall year 2	
MKT 559 Creating & Marketing Innovative Products & Services	1.5	Suggested	Fall year 2	
MKT 559B Marketing Strategies for Innovative Products and Services	1.5	Suggested	Fall year 2	Strongly recommended: MKT 559, MKT 571A
MKT 558: Pricing Strategies	1.5	Suggested	Spring year 2	
MKT 558B: Pricing Decision Making and Implementation	1.5	Suggested	Spring year 2	MKT 558 strongly recommended
<b>Recommended Non-Marketing Courses</b>				
ACCT 501B: Financial Accounting B	1.5	Suggested	Spring year 1	
ACCT 502: Managerial Control Systems	1.5	Suggested	Spring year 1	
FIN 534: Adv Corp Fin I - Valuation	1.5	Suggested	SP yr 1 or SP yr 2	
FIN 534B: Adv Corp Fin II - Financing	1.5	Suggested	SP yr 1 or SP yr 2	FIN 534
MEC 592: Competitive Industry Analysis	3.0	Suggested	SP yr 1 or SP yr 2	
OB 523: Managing Power and Politics in Organizations	1.5	Suggested	Fall Year 2	
OMM 576: Foundations of Supply Chain Mgt	1.5	Suggested	Fall Year 2	
<b>Club/Organization:</b> Olin Marketing Association				