

MBA Concentration – MARKETING CONSULTING/STRATEGY

Coordinator	Professor Chakravarthi Narasimhan
Description	<p>This concentration is for those who want to pursue a management consulting career with emphasis on marketing, or for those who aspire for a career path leading up to the number one position in marketing in any organization. This concentration is demanding and requires the ability to integrate tools and functional courses.</p> <p>Below we are suggesting a path through the Olin marketing curriculum that you might find useful if you plan a career in Marketing Consulting/Strategy. We believe that maximum value can be derived from this concentration by pursuing the Primary Recommended Electives and then supplementing those with additional Suggested Electives. Some of the suggested electives are in areas outside of marketing which will complement this area of concentration.</p>

Course	Units	Primary or Suggested Elective	Suggested Semester (schedules are subject to change)	Prerequisites (in addition to appropriate core courses)/Notes
MKT 571A: Marketing Research	1.5	Primary	Spring Year 1	
MKT 571C: Database Marketing	1.5	Primary	Spring Year 1	
MEC 592: Competitive Industry Analysis	3.0	Primary	Spring Year 1	
MKT 555A Data Analysis for Brand Management	1.5	Primary	Spring Year 1	
MKT 500H: Brand Management: Creating & Building Brand Equity	1.5	Primary	Spring year 1	
MKT 500I: Brand Management: Measuring & Managing Brand Equity	1.5	Primary	Spring year 1	MKT 500H recommended
MKT 558: Pricing Strategies	1.5	Primary	Spring Year 2	
MKT 577: Marketing Strategy	3.0	Primary	Fall Year 2	
Suggested Marketing Courses				
MKT 559 Creating and Marketing Innovative Products and services	1.5	Suggested	Fall year 2	
MKT 559 B Marketing Strategies for Innovative Products and Services	1.5	Suggested	Fall year 2	Strongly recommended: MKT 559, MKT 571A, and MKT 555
MKT 558B: Pricing Decisions Making and Implementation	1.5	Suggested	Spring Year 2	
Suggested Non-Marketing Courses				
ACCT 501B: Financial Accounting B	1.5	Suggested	Spring Year 1	
ACCT 502: Managerial Control Systems	1.5	Suggested	Spring Year 1	
FIN 533: Real Option Valuation	1.5	Suggested	Fall Year 2	FIN 524; FIN 524B recommended
FIN 534: Adv Corp Fin I - Valuation	1.5	Suggested	Spring Year 1	
MEC 595: Market Competition and Value Appropriation	3.0	Suggested	Spring Year 2	MEC 592
MGT 550F: Critical Thinking Processes and Modeling for Effective Decision Making	3.0	Suggested	Spring Year 1	
OB 523: Managing Power and Politics in Organizations	1.5	Suggested	Fall Year 2	
Additional Information:				
Club/Organization: Olin Marketing Association				