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.

**FOUNDATION COURSES** (all required; 12.5 credits)

*Complete these 8 credits:*
- MKT 522 Marketing Industry Seminar (.5)
- MKT 555A Data Analysis for Brand Management (1.5)
- MKT 555 Analytics Driven Brand Management (1.5)
- MKT 571A Marketing Research (1.5)
- MEC 592 Competitive Industry Analysis (3)

*Complete 1.5 credits from the following:*
- MGT 538 Integrative Value Creation: The Wholonics Approach (1.5)
- MGT 534 Corporate Strategy (1.5)

**Complete one Platform-approved CEL Practicum (MGT 501, 3)**
Taylor Community Consulting (1.5) will also meet this experiential learning requirement provided that permission from Platform Director is obtained and final project report is submitted to Platform Director for assessment.

**CONCENTRATIONS** (complete one; 9 credits)

*recommended course

- **BRAND MANAGEMENT**
  - Complete these 4.5 credits
    - MKT 500H Creating and Building Brand Equity (1.5)
    - MKT 577 Marketing Strategy (3)
  - Complete 4.5 credits from the following
    - MKT 558 Pricing Strategies (1.5)
    - MKT 558B Pricing Decision Making & Implementation (1.5)
    - MKT 559 Creating & Marketing Innovative Prod./Srvs. (1.5)
    - MKT 559B Mkt Strategies Innovative Prod./Srvs. (1.5)
    - *MKT 574B Advanced Marketing Research (1.5)
    - *MKT 579G Marketing Contemporary Market Channels (1.5)
    - MKT 500T Customer Analytics Using Probability Models (3)
    - MKT 500U Digital Marketing (1.5)
    - MKT 576A Understanding/Influencing Cons. Behavior (1.5)
  - FIN 534 Advanced Corporate Finance I – Valuation (1.5)
  - OB 522 Managing Power and Politics in Organizations (3)
  - OMM 500D Project Management (5)

- **PRODUCT MANAGEMENT**
  - Complete these 4.5 credits
    - MKT 500J Business-to-Business Marketing I (1.5) OR
    - MKT 579G: Contemporary Marketing Channels (1.5)
    - MKT 558 Pricing Strategies (1.5)
    - MKT 558B Pricing Decision Making & Implementation (1.5)
  - Complete at least 4.5 credits from the following
    - MKT 500P Sales Management (1.5)
    - MKT 500T Customer. Analytics Using Probability Models (3)
    - MKT 559 Creating & Marketing Innovative Prod./Srvs. (1.5)
    - MKT 577 Marketing Strategy (3)
    - MKT 559B Mkt Strategies Innovative Prod./Srvs. (1.5)
    - FIN 534: Adv Corp Fin I – Valuation (1.5)
    - ACCT 502 Managerial Control Systems (1.5)
    - *OB 524 Negotiation (3)
  - OB 523 Managing Power and Politics in Organizations (3)

- **CUSTOMER ANALYTICS**
  - Complete these 1.5 credits
    - MKT 571B Advanced Marketing Research (1.5)
  - Complete at least 7.5 credits from the following
    - MKT 558 Pricing Strategies (1.5)
    - MKT 558B Pricing Decision Making and Implementation (1.5)
    - MKT 500S Predictive Analytics for Bus. Decision-Making (3)
    - *MKT 500T Customer Analytics Using Probability Models (3 cr)
    - MKT 577 Marketing Strategy (3)
    - MKT 500U Digital Marketing (1.5)
    - MKT 559 Creating & Marketing Innovative Prod./Srvs. (1.5)
    - MKT 579G Contemporary Market Channels (1.5)
    - MKT 576A Understanding/Influencing Cons. Behavior (1.5)
    - MEC 537 Data, Analytics, Forecasting & Risk Analysis (3)

Last update: 4/5/2016
## Suggested Course Schedule

### Required Core Course

**Platform Foundation Course**

**Platform Concentration Course**

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**Platform-approved MGT 501 CEL Practicum (or MGT 520 Taylor Community Consulting Project with Director approval) taken SP 1, FL 2, or SP 2**

** Could also be taken SP 2
*** Could also be taken SP 1

4.5 credits total required from these choices
7.5 credits total required from these choices