

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.

Platform Director: Professor Chakravarthi Narasimhan, *Philip L. Siteman Professor of Marketing*
WCC Career Advisor: Anne Peterson
MBA Programs Liaison: Jennifer Harp
Club/Organization: Olin Marketing Association
Credit Requirements: 26 credits (14 Foundation credits and 12 Concentration credits)

Completion of the Marketing Platform requires completion of the Foundation Courses (14 credits) plus at least one concentration (12 credits).

FOUNDATION COURSES (14.0 credits)

Course	Suggested Semester (schedules subject to change)	Prerequisites /Notes
MKT 500O: Marketing Industry Seminar (.5 credit)	Fall year 1	
MKT 500H: Brand Management: Creating & Building Brand Equity (1.5 credits)	Spring year 1	
MKT 555A: Data Analysis for Brand Management (1.5 credits)	Spring year 1	
MKT 571A: Marketing Research (1.5 credits)	Spring year 1	
ACCT 501B: Financial Accounting B (1.5 credits)	Spring year 1	
ACCT 502: Managerial Control Systems (1.5 credits)	Spring year 2	
FIN 534: Adv Corp Fin I – Valuation (1.5 credits)	Spring year 1	
MEC 592: Competitive Industry Analysis (3 credits)	Spring year 1 or Spring year 2	
Complete 1.5 credits of the following electives:		
MGT 500P: Integrative Value Creation: The Wholonics Approach (1.5 credits)	Fall year 2	2 nd year MBA standing
MGT 534: Corporate Strategy (1.5 credits)	Fall year 2	

CONCENTRATIONS (12.0 credits; select at least one)

*Experiential Learning components are **bolded**.

Brand Management Concentration	Suggested Semester	Prerequisites/Notes
MKT 555: Brand Management (1.5 credits)	Spring year 1	MKT 555A
MKT 558: Pricing Strategies (1.5 credits)	Spring year 2	
MKT 577: Marketing Strategy (3 credits)	Fall year 2	Recommended: MKT 571A, MKT 571C
MKT 501: Marketing Platform Practicum (1.5 credits)	Fall year 2	MKT 5000
Complete 4.5 credits of the following electives:		
MGT 550F: Critical Thinking Processes & Modeling for Effective Decision Making (3 credits)	Spring year 1 or Spring year 2	
MKT 558B: Pricing Decision Making and Implementation (1.5 credits)	Spring year 2	Strongly recommended: MKT 558
MKT 559: Creating & Marketing Innovative Products & Services (1.5 credits)	Fall year 2	Strongly recommended: MKT 571A, MKT 555
MKT 559B: Marketing Strategies for Innovative Products & Services (1.5 credits)	Fall year 2	Strongly recommended: MKT 559, MKT 553, MKT 555, MKT 571A
MKT 571C: Database Marketing (1.5 credits)	Spring year 1	MKT 571A
MKT 576A: Understanding and Influencing Consumer Behavior (1.5 credits)	Fall year 2	
OB 523: Managing Power and Politics in Organizations (3 credits)	Fall Year 2	
OB 524: Negotiation (3 credits)	Spring year 2	
OMM 500D: Project Management (3 credits)	Spring year 2	

Product Management Concentration	Suggested Semester	Prerequisites/Notes
MKT 500J: Business-to-Business Marketing I (1.5 credits)	Fall year 2	
MKT 558: Pricing Strategies (1.5 credits)	Spring year 2	
MKT 577: Marketing Strategy (3 credits)	Fall year 2	
MKT 501: Marketing Platform Practicum (1.5 credits)	Fall year 2	MKT 5000
Complete 4.5 credits of the following electives:		
MGT 533: Effective Managerial Communication (1.5 credits)		
MGT 550F: Critical Thinking Processes & Modeling for Effective Decision Making (3 credits)	Spring year 1 or Spring year 2	
MKT 500K: Business-to-Business Marketing II (1.5 credits)	Spring year 2	Recommended: MKT 500J
MKT 559: Creating & Marketing Innovative Products & Services (1.5 credits)	Fall year 2	Strongly recommended: MKT 571A, MKT 555
MKT 558B: Pricing Decision Making and Implementation (1.5 credits)	Spring year 2	Strongly recommended: MKT 558
MKT 571C: Database Marketing (1.5 credits)	Spring year 1	MKT 571A
MKT 579G: Contemporary Market Channels (1.5 credits)	Fall year 2	
OB 524: Negotiation (3 credits)	Spring year 2	
OB 523: Managing Power and Politics in Organizations (3 credits)	Fall Year 2	