Marketing Courses - Structure

3 Cs
- Customer
- Competition
- Company

Market Research

STP
- Segmentation
- Targeting
- Positioning

4Ps
- Product
- Promotion
- Price
- Place

3 Cs, 4Ps, STP Breeds and Evolution of Marketing Management

Fall, Winter, Summer

Special Topics in Marketing Capstone Marketing Simulation

Principles of Marketing

Marketing Management

Customer Behaviour

Applied Marketing Models
Marketing Courses - Sequence

Core Courses

- MGM A01: Principles of Marketing (F, W, S)
- MGM B01: Marketing Management (F, W, S)

6 of these courses

Special Topics in Marketing (F, W, S)

Seminar in Consumer Psychology I & II (F, W, S)

Capstone Marketing Simulation (S)

Face-to-Face Courses

- MGM C01: Market Research (F, W, S)
- MGM C02: Consumer Behaviour (F, W, S)
- MGM D01: Applied Marketing Models (W)
- MGM D02: Judgment and Decision Making (F)

Workplace Courses

- MGM C11: Product Management and Branding (F, W)
- MGM C12: Advertising: From Theory to Practice (W)
- MGM C13: Pricing Strategy (F, W, S)
- MGM C14: Sales and Distribution Management (W)

Fall, Winter, Summer

6 of these courses