Memorandum

To: Faculty Council

From: Markus Giesler, Marketing Area Coordinator

Date: September 1, 2015

Re: Marketing Specializations in Graduate Academic Handbook

Motion

That Faculty Council, effective immediately, approve to:

1. Retire the specializations in Business-to-Business Marketing and Strategic Channel Marketing,
2. Rename the specialization in Brand, Product and Service Management to Brand Management, and to
3. Restructure the course selections in the remaining specializations as shown in Appendix 2.

Existing students (2nd year full-time and part-time students) would be grandfathered and could complete their degrees under the old structure.

Rationale

The reduction from six overlapping to four distinct specializations in Marketing allows the area to offer a more focused and differentiated set of electives. The reduced number and clearer structure of the specializations in Brand Management, Marketing Research, and Marketing Communications (in addition to the General Marketing specialization) provide greater clarity for students and reflect current area practice.

Enclosures

Appendix 1: Existing structure of Marketing specializations
Appendix 2: Proposed structure of Marketing specializations
Marketing

Marketing is a key aspect of any organization – profit or nonprofit, new or mature, small or large, in Canada or abroad. Schulich’s marketing electives help students to develop an understanding of the elements of marketing strategy, the details of marketing tactics, the unique challenges of marketing specific types of offerings, and some of the key ideas behind marketing to distinct target markets.

Graduates specializing in marketing have pursued careers in: brand or product management, marketing communications, market research, personal selling and sales management, academe, nonprofit management, and a host of related areas. Many have also founded their own firms.

CONCENTRATIONS

General Concentration

REQUIREMENTS
• 12.00 credits of elective courses at left

Business to Business Marketing

REQUIREMENTS
• 12.00 credits of elective courses consisting of:

RECOMMENDED COURSES
MKTG 6150 3.00 Consumer Behaviour
MKTG 6250 3.00 Business Marketing
MKTG 6290 3.00 Leveraging Online and Offline Customer Relationships
MKTG 6360 3.00 Marketing Metrics
MKTG 6440 3.00 New Products
MKTG 6570 3.00 Strategic Professional Selling

ADDITIONAL COURSES
MKTG 6050 3.00 Marketing Research
MKTG 6100 3.00 Strategic Market Communications
MKTG 6252 3.00 Digital Marketing

Brand, Product and Service Management

REQUIREMENTS
• 12.00 credits of elective courses consisting of:

RECOMMENDED COURSES
MKTG 6150 3.00 Consumer Behaviour
MKTG 6155 3.00 Consumer Insight:
Qualitative Marketing Research
MKTG 6226 3.00 Social Media for Marketing and Management
MKTG 6290 3.00 Leveraging Online and Offline Customer Relationships
MKTG 6300 3.00 Service Marketing
MKTG 6321 3.00 Entertainment Culture and Marketing
MKTG 6360 3.00 Marketing Metrics
MKTG 6440 3.00 New Products
MKTG 6550 3.00 Brand Management
MKTG 6650 3.00 Strategic Market Planning

ADDITIONAL COURSES
MKTG 6050 3.00 Marketing Research
MKTG 6100 3.00 Strategic Market Communications
MKTG 6252 3.00 Digital Marketing
MKTG 6650 3.00 Strategic Market Planning

Marketing Analysis

REQUIREMENTS
• 12.00 credits of elective courses consisting of:

RECOMMENDED COURSES
MKTG 6050 3.00 Marketing Research
MKTG 6155 3.00 Consumer Insight: Qualitative Marketing Research
MKTG 6360 3.00 Marketing Metrics

ADDITIONAL COURSES
MKTG 6100 3.00 Strategic Market Communications
MKTG 6252 3.00 Digital Marketing
MKTG 6290 3.00 Leveraging Online and Offline Customer Relationships
MKTG 6350 3.00 Customer Experience Design

ADDITIONAL COURSES
MKTG 6050 3.00 Marketing Research
MKTG 6100 3.00 Strategic Market Communications
MKTG 6252 3.00 Digital Marketing

Strategic Channel Management

REQUIREMENTS
• 12.00 credits of elective courses consisting of:

RECOMMENDED COURSES
MKTG 6250 3.00 Business Marketing
MKTG 6650 3.00 Strategic Market Planning
MKTG 6650 3.00 Strategic Professional Selling

ADDITIONAL COURSES
MKTG 6050 3.00 Marketing Research
MKTG 6325 3.00 Retail Marketing Strategies
MKTG 6400 3.00 International Marketing
MKTG 6525 3.00 Digital Marketing
Marketing

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### FACULTY

In this specialization, Schulich faculty are concerned with marketing for the real world. Their education, experience and related expertise cover a wide range of contemporary marketing issues, all of which are reflected in the School’s required and elective marketing courses. Individual faculty have won a number of awards for both teaching and research.

<table>
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<th>Peter R. Darke</th>
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</thead>
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### SPECIALIZATIONS

#### General Specialization

**REQUIREMENTS**

- 12.00 credits of elective courses at left

#### Brand Management

**REQUIREMENTS**

- 12.00 credits of elective courses consisting of:

#### RECOMMENDED ELECTIVES

- MKTG 6150 3.00 Consumer Behaviour
- MKTG 6155 3.00 Consumer Insight: Qualitative Marketing Research
- MKTG 6360 3.00 Marketing Metrics
- MKTG 6100 3.00 Strategic Marketing Communications
- MKTG 6150 3.00 Consumer Behaviour
- MKTG 6155 3.00 Consumer Insight: Qualitative Marketing Research