## Integrated Marketing 2015-16

### Course Schedule by Date

#### Autumn 2015

<table>
<thead>
<tr>
<th>Start Date</th>
<th>Course Code</th>
<th>Section</th>
<th>Course Title</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/15/15</td>
<td>MCPRSM</td>
<td>15A1</td>
<td>Successful Marketing: Basics to New Directions</td>
<td>Susan Snowden</td>
</tr>
<tr>
<td>10/12/15</td>
<td>MCPREM</td>
<td>15A1</td>
<td>Public Relations in Marketing</td>
<td>Brad Wilks</td>
</tr>
<tr>
<td>11/9/15</td>
<td>MCBFCA</td>
<td>15A1</td>
<td>Branding for Competitive Advantage</td>
<td>Ilan Geva</td>
</tr>
</tbody>
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#### Winter 2016

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<tbody>
<tr>
<td>1/4/16</td>
<td>MCPRSM</td>
<td>16W1</td>
<td>Successful Marketing: Basics to New Directions</td>
<td>Patricia Swindle</td>
</tr>
<tr>
<td>1/20/16</td>
<td>MCSHOP</td>
<td>16W1</td>
<td>Shopper Marketing</td>
<td>James Lucas</td>
</tr>
<tr>
<td>2/3/16</td>
<td>MCBFCA</td>
<td>16W1</td>
<td>Branding for Competitive Advantage</td>
<td>Ilan Geva</td>
</tr>
<tr>
<td>2/11/16</td>
<td>MCWEAL</td>
<td>16W1</td>
<td>Web Analytics for Marketing Professionals</td>
<td>Kevin Hartman</td>
</tr>
<tr>
<td>3/14/16</td>
<td>MCMACO</td>
<td>16W1</td>
<td>Managing Integrated Marketing Communications</td>
<td>Douglas Dome</td>
</tr>
<tr>
<td>3/22/16</td>
<td>MCMEDI</td>
<td>16W1</td>
<td>Contemporary Media Strategy and Investment</td>
<td>Dean Ferenac</td>
</tr>
</tbody>
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For more information visit: grahamschool.uchicago.edu/clinicaltrials
Integrated Marketing 2015–16
Course Schedule by Quarter

Spring 2016

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<tr>
<td>4/11/16</td>
<td>MCPRSM</td>
<td>16S1</td>
<td>Successful Marketing: Basics to New Directions</td>
<td>Susan Snowden</td>
</tr>
<tr>
<td>4/19/16</td>
<td>MCREDA</td>
<td>16S1</td>
<td>Consumer Research Design and Analysis</td>
<td>Christopher Hogan</td>
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<tr>
<td>5/16/16</td>
<td>MCMACO</td>
<td>16S1</td>
<td>Managing Integrated Marketing Communications</td>
<td>Douglas Dome</td>
</tr>
<tr>
<td>5/17/16</td>
<td>MCCOBE</td>
<td>16S1</td>
<td>Consumer Behavior</td>
<td>Ilan Geva</td>
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Summer 2016

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<td>6/16/16</td>
<td>MCSOCM</td>
<td>16U1</td>
<td>Designing A Social Media Strategy</td>
<td>Tracy Samantha Schmidt</td>
</tr>
<tr>
<td>8/1/16</td>
<td>MCSRCH</td>
<td>16U1</td>
<td>Search Engine Marketing</td>
<td>Paul DeJarnatt</td>
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Integrated Marketing 2015–16
Course Descriptions by Quarter

**Autumn**

**Successful Marketing: Basics to New Directions**

*Susan Snowden*

This fast-paced introductory course ignites your enthusiasm for marketing and its blend of art and science that helps businesses and organizations achieve their goals. You start by learning to identify the goals and the metrics of success for your marketing plan, which might be increased sales, revenues, profits, donations (for nonprofits), market share, brand awareness, or a targeted rate of return on investment (ROI). You learn about purchasing behavior, marketing research, segmentation, clustering schemes, product development, differentiation, targeting, positioning, pricing, distribution channels, and marketing media. Using case studies, you analyze real marketing problems and create strategies and tactics to compete successfully in today’s challenging marketplace.

Course Code: MCPRSM | Section 15A1
Tue, Thu 6:30–9 pm / Sep 15–Oct 10 / Gleacher Center / $1,000
Sat 9 am-3 pm / Oct 10 / 1-hour lunch break / Gleacher Center

**Public Relations in Marketing**

*Brad Wilks*

Managing the reputation of your company and your brand has never been more important--or more challenging! What professional journalists and news media report still helps or hurts, but now the public has a potent voice, too, through a wide range of social and consumer-generated media. Learn to monitor, influence, and participate in the discussion. Discover steps you can take to shape favorable public and consumer opinion of your company and its brands and products. Learn to cultivate media contacts, answer media inquiries, and interest journalists in positive, newsworthy stories about your company and its products. Discover creative, cost-efficient ways to generate publicity for new products or for your entry into new markets.

Course Code: MCPREM | Section 15A1
Mon, Wed 6:30–9 pm / Oct 12–Nov 7 / Gleacher Center / $1,000
Sat 9 am-3 pm / Nov 7 / 1-hour lunch break / Gleacher Center

For more information visit: grahamsschool.uchicago.edu/integratedmarketing
Branding for Competitive Advantage  
Ilan Geva

A brand can be the foundation of successful marketing: often, it is the most valuable asset of a business. But what is a brand, who owns it and who defines it? This course challenges you to answer these questions and think deeply about the many facets and attributes of brands. You will learn about both external and internal branding. You will learn to develop a brand strategy that gives your products a strong advantage within their categories in the competitive marketplace. You will learn to create, position, maintain, update, and extend a brand and build a brand-centered organization. You will also study the increasing challenge to well-known national and global brands from generic and store-label goods and brand counterfeits.

Course Code: MCBFCA | Section 15A1  
Mon, Wed 6:30–9 pm / Nov 9–Dec 12 / Gleacher Center / $1,000  
Sat 9 am-3 pm / Dec 12 / 1-hour lunch break / Gleacher Center

Successful Marketing: Basics to New Directions  
Patricia Swindle

This fast-paced introductory course ignites your enthusiasm for marketing and its blend of art and science that helps businesses and organizations achieve their goals. You start by learning to identify the goals and the metrics of success for your marketing plan, which might be increased sales, revenues, profits, donations (for nonprofits), market share, brand awareness, or a targeted rate of return on investment (ROI). You learn about purchasing behavior, marketing research, segmentation, clustering schemes, product development, differentiation, targeting, positioning, pricing, distribution channels, and marketing media. Using case studies, you analyze real marketing problems and create strategies and tactics to compete successfully in today’s challenging marketplace.

Course Code: MCPRSM | Section 16W1  
Mon, Wed 6:30–9 pm / Jan 4–Feb 6 / Gleacher Center / $1,000  
Sat 9 am–3 pm / Feb 6 / 1-hour lunch break / Gleacher Center  
No Class Feb 18

Shopper Marketing  
James Lucas

Shopper marketing is getting an increasing share of marketing budgets and spawning a fast-growing number of new and interesting marketing jobs. In this course, you’ll learn how to understand and influence the customer in the store, be it physical or online, near the “point-of-purchase,” and get products into the shopping cart and purchased. Topics include shopping environments, shopper behavior in today’s multi-channel retailing era, package design, in-store product displays and signage, product placement in departments and on shelves, sampling, product presentation on shopping websites, discount coupons, loyalty programs, payment options, and pick-up and delivery options. You’ll learn how to use consumer data to offer relevant, timely product information and individually targeted promotions to consumers, including on the smart phones they use while they walk through a store or mall.

Course Code: MCSHOP | Section 16W1  
Mon, Wed 6:30–9 pm / Feb 3–Mar 5 / Gleacher Center / $1,000  
Sat 9 am–3 pm / Mar 5 / 1-hour lunch break / Gleacher Center  
No class Feb 15
Web Analytics for Marketing Professionals
Kevin Hartman
Part of marketing in today’s world requires a working knowledge of web analytics. This course offers the opportunity to learn the essentials and more. Find out how to track visitors to your web site: where they came from, what pages they view, how long they linger, what they buy, and whether they return. Learn to use cookies and other identifiers to serve your site visitors with content, ads, and offers relevant to their interests and lifestyles. Gain skill in using Google Analytics and other tools to get information that will help you monitor and improve the marketing performance of your web site. Discover how data-savvy marketers join consumers’ web profiles with data from other sources to create precise segmenting, micro-targeting, and relationship management schemes for all kinds of marketing purposes.
Course Code: MCWEAL | Section 16W1
Tue, Thu 6:30–9 pm / Feb 11–Mar 12 / Gleacher Center / $1,000
Sat 9 am–3 pm / Mar 12 / 1-hour lunch break / Gleacher Center

Managing Integrated Marketing Communications
Douglas Dome
This course teaches you to express your brand values, your selling proposition, and your marketing themes and messages consistently through all your media and customer touchpoints. You will learn to coordinate a marketing campaign and manage and motivate a staff and agency team. You will set goals, allocate marketing resources, manage budget, measure whether goals are being met, and use data to guide important marketing decisions.
Course Code: MCMACO | Section 16W1
Mon, Wed 6:30–9 pm / Mar 14–Apr 9 / Gleacher Center / $1,000
Sat 9 am–3 pm / Apr 9 / 1-hour lunch break / Gleacher Center

Contemporary Media Strategy and Investment
Dean Ferenac
In the 1900’s, John Wanamaker coined the famous saying, “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” While some might argue that this still holds true, the world has changed and marketers are increasingly being held accountable for every penny in the marketing budget. Digitization has forever altered how consumers actively seek out and select which content they wish to consume, when they want it, on whichever screen they wish to use. Social media has not only changed whom consumers interact with, but also their expectations of engagement with content producers and brands. This course will examine how media strategy and investment have evolved in the digital age of big data. Students will develop a deeper understanding of basic media planning and buying concepts and understand how they continue to evolve in order to maximize impact most efficiently. They will also gain an understanding of the media strategy and investment process from the perspective of the marketer as well as from the agency specialist, across the four basic forms of communication – video, display, audio, and text.
Course Code: MCMEDI | Section 16W1
Tue, Thu 6:30–9 pm / Mar 22–Apr 16 / Gleacher Center / $1,000
Sat 9 am–3 pm / Apr 16 / 1-hour lunch break / Gleacher Center

Spring
Successful Marketing: Basics to New Directions
Susan Snowden
This fast-paced introductory course ignites your enthusiasm for marketing and its blend of art and science that helps businesses and organizations achieve their goals. You start by learning to identify the goals and the metrics of success for your marketing plan, which might be increased sales, revenues, profits, donations (for nonprofits), market share, brand awareness, or a targeted rate of return on investment (ROI). You learn about purchasing behavior, marketing research, segmentation, clustering schemes, product development, differentiation, targeting, positioning, pricing, distribution channels, and marketing media. Using case studies, you analyze real marketing problems and create strategies and tactics to compete successfully in today’s challenging marketplace.
Course Code: MCPRSM | Section 16S1
Mon, Wed 6:30–9 pm / Apr 11–May 7 / Gleacher Center / $1,000
Sat 9 am–3 pm / May 7 / 1-hour lunch break / Gleacher Center
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Course Descriptions by Quarter

Consumer Research Design and Analysis
Christopher Hogan
Your success as a marketer increasingly depends on having the ability to support your proposals and decisions with convincing data and fact-based analysis, especially if you work for a big company or an agency that serves major brands. Take this course to gain skill at translating marketing issues into research objectives and questions that research can answer. Find out how to judge whether the potential results of a research study will justify its cost. Learn to design a research study, choose techniques for observation and data collection, and derive insights that will lead to better marketing decisions. The course will discuss both qualitative and quantitative research methods, but will emphasize quantitative methods. Applications of research to problems and decisions will be illustrated with real-world business examples and case studies. This course will be especially valuable for marketing researchers, marketing strategists, media strategists, account planners, brand managers, and new product team members.
Course Code: MCREDA | Section 16S1
Mon, Wed 6:30–9 pm / Mar 28–Apr 23 / Gleacher Center / $1,000
Sat 9 am–3 pm / Apr 23 / 1-hour lunch break / Gleacher Center

Managing Integrated Marketing Communications
Douglas Dome
This course teaches you to express your brand values, your selling proposition, and your marketing themes and messages consistently through all your media and customer touchpoints. You will learn to coordinate a marketing campaign and manage and motivate a staff and agency team. You will set goals, allocate marketing resources, manage budget, measure whether goals are being met, and use data to guide important marketing decisions.
Course Code: MCMACO | Section 16S1
Mon, Wed 6:30–9 pm / May 16–Jun 18 / Gleacher Center / $1,000
Sat 9 am–3 pm / Jun 18 / 1-hour lunch break / Gleacher Center
No class Memorial Day or Jun 15

Consumer Behavior
Ilan Geva
Consumers are the lifeblood of the marketing industry, and your success as a marketer depends on your ability to understand and connect to their buying behavior. This course teaches you to appreciate the fact that all marketing decisions are based on assumptions about consumer behavior. Throughout this course, you will learn to understand the role consumer behavior plays in designing strategies to create customer value, comprehend the overall relationship between marketing strategy and consumer behavior, and be able to describe the internal and external influences in consumer behavior. By the end of the course, you will understand how to market to consumers, but you will also become a better-informed and more effective consumer yourself. Applications of research to problems and decisions will be illustrated with real-world business examples and case studies. This course will be especially valuable for marketing researchers, marketing strategists, media strategists, account planners, brand managers, and new product team members.
Course Code: MCCOBE | Section 16S1
Tue, Thu 6:30–9 pm / May 17–Jun 11 / Gleacher Center / $1,000
Sat 9 am–3 pm / Jun 11 / 1-hour lunch break / Gleacher Center

For more information visit: grahamschool.uchicago.edu/integratedmarketing
Summer

Designing A Social Media Strategy

Tracy Samantha Schmidt

A social media strategy is now essential to a marketing plan. In this hands-on class, you will learn how to design a social media strategy for an actual client. Students will be divided into groups and will work with one of four Chicago small businesses to design a complete social media strategy. During the final class, students will present their strategy to the client. This final strategy will include a social media audit, peer analysis, keyword research, overall recommendations, channel tactics and a 30-day editorial calendar. Throughout the class, the students will learn how to create each of these components through group discussions, homework exercises and short reading assignments. For learning purposes, the students will need to have personal accounts on the following social networks: Facebook, Linkedin, Twitter, Instagram, Pinterest, Tumblr and SnapChat. Those accounts will need to be set up by the first day of class.

Course Code: MCSOCM | Section 16U7

Tues, Thu 6:30–9 pm Sat 9 am–3 pm / June 16– July 9 / Gleacher Center / $1,000

Search Engine Marketing

Paul DeJarnatt

How do today’s consumers find the products and services they want? They use internet search engines, of course. You’re on the road to marketing success when your brands, products, services, and business locations come up first on Google, Yahoo, and Bing.

This course teaches a winning combination of strategic, creative, financial, and technical approaches to getting the best results. You’ll learn principles and best practices to get the search rankings and “click-throughs” you want through “natural” and “paid” search engine optimization techniques. You’ll also learn to implement an ongoing process of monitoring and adjustment to stay competitive and successful in the dynamic search engine environment. No prior knowledge of web site architecture or source code is required, but basic familiarity will give you a quicker grasp of some technical considerations.

Course Code: MCSRCH | Section 16U7

Mon, Wed 6:30–9 pm / Aug 1– 27 / Gleacher Center / $1,000

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