# Integrated Marketing 2016–17

## Course Schedule by Date

### Autumn 2016

<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>8/23/16</td>
<td>IMKT 21200</td>
<td>16A1</td>
<td>Consumer Research Design and Analysis</td>
<td>Chris Hogan</td>
</tr>
<tr>
<td>9/12/16</td>
<td>IMKT 11100</td>
<td>16A1</td>
<td>Successful Marketing: Basics to New Directions</td>
<td>Susan Snowden</td>
</tr>
<tr>
<td>10/10/16</td>
<td>IMKT 11300</td>
<td>16A1</td>
<td>Managing Integrated Marketing Communications</td>
<td>Douglas Dome</td>
</tr>
<tr>
<td>10/31/16</td>
<td>IMKT 21700</td>
<td>16A1</td>
<td>Designing a Social Media Strategy</td>
<td>Tracy Samantha Schmidt</td>
</tr>
<tr>
<td>11/7/16</td>
<td>IMKT 11200</td>
<td>16A1</td>
<td>Branding for Competitive Advantage</td>
<td>Ilan Geva</td>
</tr>
</tbody>
</table>

### Winter 2017

<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>1/11/17</td>
<td>IMKT 11100</td>
<td>17W1</td>
<td>Successful Marketing: Basics to New Directions</td>
<td>Patricia Swindle</td>
</tr>
<tr>
<td>1/23/17</td>
<td>IMKT 11200</td>
<td>17W1</td>
<td>Branding for Competitive Advantage</td>
<td>Ilan Geva</td>
</tr>
<tr>
<td>3/13/17</td>
<td>IMKT 11300</td>
<td>17W1</td>
<td>Managing Integrated Marketing Communications</td>
<td>Douglas Dome</td>
</tr>
<tr>
<td>3/21/17</td>
<td>IMKT 21300</td>
<td>17W1</td>
<td>Contemporary Media Planning and Buying</td>
<td>Dean Ferenac</td>
</tr>
</tbody>
</table>

For more information visit: [grahamschool.uchicago.edu/integratedmarketing](https://grahamschool.uchicago.edu/integratedmarketing)
# Integrated Marketing 2016–17

## Course Schedule by Quarter

### Spring 2017

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<tbody>
<tr>
<td>4/10/17</td>
<td>IMKT 11100</td>
<td>17S1</td>
<td>Successful Marketing: Basics to New Directions</td>
<td>Susan Snowden</td>
</tr>
<tr>
<td>4/18/17</td>
<td>IMKT 21500</td>
<td>17S1</td>
<td>Web Analytics for Marketing Professionals</td>
<td>Kevin Hartman</td>
</tr>
<tr>
<td>5/15/17</td>
<td>IMKT 11300</td>
<td>17S1</td>
<td>Managing Integrated Marketing Communications</td>
<td>Douglas Dome</td>
</tr>
<tr>
<td>5/16/17</td>
<td>IMKT 21800</td>
<td>17S1</td>
<td>Consumer Behavior</td>
<td>Ilan Geva</td>
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</tbody>
</table>

### Summer 2017

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<tr>
<td>6/19/17</td>
<td>IMKT 11200</td>
<td>17U1</td>
<td>Branding for Competitive Advantage</td>
<td>Ilan Geva</td>
</tr>
<tr>
<td>7/31/17</td>
<td>IMKT 21700</td>
<td>17U1</td>
<td>Designing a Social Media Strategy</td>
<td>Tracy Samantha Schmidt</td>
</tr>
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</table>

### Course Descriptions by Quarter

#### Autumn

**Consumer Research Design and Analysis**  
**Chris 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:** IMKT 21200 | Section 16A1  
**For more information visit:** grahamschool.uchicago.edu/integratedmarketing

**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:** IMKT 11100 | Section 16A1  
**For more information visit:** grahamschool.uchicago.edu/integratedmarketing

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For more information visit: grahamschool.uchicago.edu/integratedmarketing
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: IMKT 11300 | 16A1
Mon, Wed 6:30–9 pm / Oct 10–Nov 5 / Gleacher Center / $1,000
Sat 9 am–3 pm / Nov 5 / 1-hour lunch break / Gleacher Center

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: IMKT 21700 | 16A1
Mon, Wed 6:30–9 pm / Nov 7–Dec 10 / Gleacher Center / $1,000
Sat 9 am–3 pm / Dec 10 / 1-hour lunch break / Gleacher Center
No Class Nov 23

Branding for Competitive Advantage
Ilan Geva
A brand can be the foundation of successful marketing. Often, it is the most valuable intangible asset of a business. But what is a brand and who defines it? This course challenges you to answer these questions and think deeply about the many facets and attributes of brands. You learn to develop a brand strategy that gives your products a strong advantage within their categories in the competitive marketplace. You learn to create, position, maintain, update, and extend a brand and build a brand-centered organization. You also study the increasing challenge to well-known national and global brands from generic and store-label goods and brand counterfeits.
Course Code: IMKT 11200 | 16A1
Mon, Wed 6:30–9 pm / Oct 31–Dec 3 / Gleacher Center / $1,000
Sat 9 am–3 pm / Dec 3 / 1-hour lunch break / Gleacher Center

For more information visit: grahamsschool.uchicago.edu/integratedmarketing
Winter

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: IMKT 11100 | Section 17W1
Mon, Wed 6:30–9 pm / Jan 11–Feb 11 / Gleacher Center / $1,000
Sat 9 am–3 pm / Feb 11 / 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: IMKT 11300 | Section 17W1
Mon, Wed 6:30–9 pm / Mar 13–Apr 8 / Gleacher Center / $1,000
Sat 9 am–3 pm / Apr 8 / 1-hour lunch break / Gleacher Center

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

Course Code: IMKT 11200 | Section 17W1
Mon, Wed 6:30–9 pm / Jan 23–Feb 25 / Gleacher Center / $1,000
Sat 9 am–3 pm / Feb 25 / 1-hour lunch break / Gleacher Center

For more information visit: grahamschool.uchicago.edu/integratedmarketing
Integrated Marketing 2016–17
Course Descriptions by Quarter

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: IMKT 11100 | Section 17S1
Mon, Wed 6:30–9 pm / Apr 10–May 6 / Gleacher Center / $1,000
Sat 9 am–3 pm / May 6 / 1-hour lunch break / Gleacher Center

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: IMKT 21500 | Section 17S1
Tue, Thu 6:30–9 pm / Apr 18–May 13 / Gleacher Center / $1,000
Sat 9 am-3 pm / May 13 / 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: IMKT 11300 | Section 17S1
Mon, Wed 6:30–9 pm / May 15–Jun 17 / Gleacher Center / $1,000
Sat 9 am-3 pm / Jun 17 / 1-hour lunch break / Gleacher Center

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.
Course Code: IMKT 21800 | Section 17S1
Tue, Thu 6:30–9 pm / May 16–Jun 10 / Gleacher Center / $1,000
Sat 9 am-3 pm / Jun 10 / 1-hour lunch break / Gleacher Center

For more information visit: grahamschool.uchicago.edu/integratedmarketing
Integrated Marketing 2016–17
Course Descriptions by Quarter

**Summer**

**Branding for Competitive Advantage**

Ilan Geva

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

Course Code: IMKT 11200 | Section 17U1
Mon, Wed 6:30–9 pm / Jun 19–Jul 22 / Gleacher Center / $1,000
Sat 9 am–3 pm / Jul 22 / 1-hour lunch break / Gleacher Center

**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: IMKT 21700 | Section 17U1
Mon, Wed 6:30–9 pm / Jul 31–Aug 26 / Gleacher Center / $1,000
Sat 9 am–3 pm / Aug 26 / 1-hour lunch break / Gleacher Center

For more information visit: grahamsschool.uchicago.edu/integratedmarketing