

Marketing

Courses that frequently meet our requirement are titled:

- Decisions in Marketing Management
- Elements of Marketing
- Fundamentals of Marketing
- Introduction to Marketing
- Managerial Marketing
- Marketing Concepts
- Marketing Management
- Marketing Principles
- Survey of Marketing

Sample of Required Content:

1. Base and Augmented Product
2. Brand Architecture and Health Measures
3. Break even analysis
4. Cannibalization Rates
5. Channel Partners
6. Consumer Insight
7. Cs Framework- Customer, Competitor and Collaborator
8. Customer Retention/ Growth/Acquisition – Path of Least Resistance
9. Customer Service Output Demands
10. Demand Elasticity
11. Lifetime value of customer
12. Net Present Value (NPV)
13. Perceived Pricing
14. Porter's Five Forces Framework
15. Positioning Statements
16. Price Discrimination
17. Primary and Selective Demand- Grow the Category and Steal Share
18. Product Life Cycle
19. Product Portfolio planning and management
20. Promotion Objectives- Awareness, interest, evaluation, trial, repeat
21. Purchases- Utilitarian, Hedonic, Mundane
22. Push and Pull Strategies
23. Research – Primary vs. Secondary, Qualitative, Quantitative, Casual
24. Return on Marketing Investment
25. Roles of Cost in setting and changing Price
26. Sandwich Strategy
27. Segmenting Markets
28. Skimming and Penetration Strategies
29. Supply chain margin calculations
30. Target Selection and Value Based Pricing
31. Traditional Vs. Non-traditional approaches
32. Usage Dynamics
33. Variable Costs
34. Wiersema's Disciplines, (Operational Excellence, Product Leadership, Customer Intimacy)

Questions? Email: acceleratedeligibility@kellogg.northwestern.edu