

In many companies, each brand or product is managed as an independent business with a brand manager having Profit & Loss responsibility. While the key area of focus for the brand manager is the consumer marketing effort, s/he is also responsible for coordinating all aspects of the business: research and development, manufacturing, distribution, pricing, advertising and promotion, market research, and business and sales analysis. Below we are suggesting a path through the Olin marketing curriculum that you might find useful if you plan a career in Brand Management.

**Platform Director:** Michael Wall, Professor of Practice in Marketing  
**MBA Program Liaison:** Rachel Tolliver  
**Student Organization:** Olin Marketing Association

### FOUNDATION COURSES (all required; 8 credits)

**Complete these 5 credits:**

- MKT 522 Marketing Industry Seminar (.5)
- MKT 577 Marketing Strategy (3)
- MKT 571A Marketing Research (1.5)

**Complete one Platform-approved CEL Practicum (MGT 501, 3)**  
*Taylor Community Consulting (1.5) will also meet this experiential learning requirement provided that permission from Platform Director is obtained and final project report is submitted to Platform Director for assessment.*

### CONCENTRATIONS

#### BRAND MANAGEMENT

**Complete these 4.5 credits**

MKT 520 Creating and Building Brand Equity (1.5)  
MKT 555A Data Analysis for Brand Management (1.5)  
MKT 555 Analytics Driven Brand Management (1.5)

**Complete 3 credits from the following**

MKT 558 Pricing Strategies (1.5)  
MKT 558B Pricing Decision Making & Implementation (1.5)  
MKT 559 Creating & Marketing Innovative Prod./Srvs. (1.5)  
MKT 559B Mkt Strategies Innovative Prod./Srvs. (1.5)  
MKT 500U Digital Marketing (1.5)  
MKT 576A Understanding/Influencing Cons. Behavior (1.5)  
MKT 521 Retail Management (1.5)

#### PRODUCT MANAGEMENT

**Complete at least 7.5 credits from the following**

MKT 523 Sales Management (1.5)  
MKT 558 Pricing Strategies (1.5)  
MKT 558B Pricing Decision Making & Implementation (1.5)  
MKT 559 Creating & Marketing Innovative Prod./Srvs. (1.5)  
MKT 559B Mkt Strategies Innovative Prod./Srvs. (1.5)  
MKT 500U Digital Marketing (1.5)  
MKT 576A Understanding/Influencing Cons. Behavior (1.5)

#### CUSTOMER ANALYTICS

**Complete these 3 credits**

MKT 500T Customer Analytics Using Probability Models (3 cr)

**Complete at least 4.5 credits from the following**

MKT 555A Data Analysis for Brand Management (1.5)  
MKT 555 Analytics Driven Brand Management (1.5)  
MKT 558 Pricing Strategies (1.5)  
MKT 558B Pricing Decision Making and Implementation (1.5)  
MKT 500S Predictive Analytics for Bus. Decision-Making (3)  
MKT 500U Digital Marketing (1.5)  
MKT 571B Advanced Marketing Research (1.5)