Marketing Group: *Mission, Electives & Job Tracks*

Our Mission:
To develop and disseminate knowledge about marketing processes essential to creating value for customers, shareholders and society.

Our Teaching Objective:
To stimulate students with managerially relevant and pragmatically useful offerings that reflect our vision.

Common Principles Guiding our Elective Offerings:

1. Focus on creating and delivering customer value at marketing interfaces.

2. Integrate strong analytical and critical thinking skills.

3. Each elective supported by an "advisory board" of 3-5 senior marketing executives/WSOM-alumni.

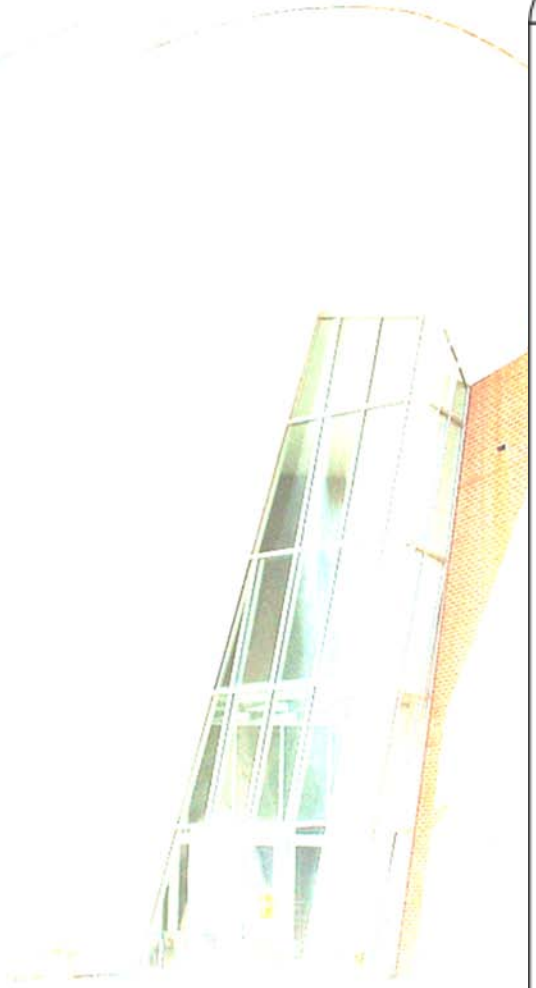
4. Connect to Weatherhead signature themes of Design (Marketing Insight Management) and Sustainability (Marketing Value Creation)

Marketing Electives at Weatherhead

FALL COURSES

Marketing Metrics (MKMR 408)
Performance Evaluation of Marketing Programs and Activities (e.g., salesforce, promotion, pricing, advertising); Customer Value Assessment

Customer Relationship Management (MKMR 411)
Creating, Maintaining and Growing a Firm's Customer Equity through Long-term Customer Relationships



SPRING COURSES

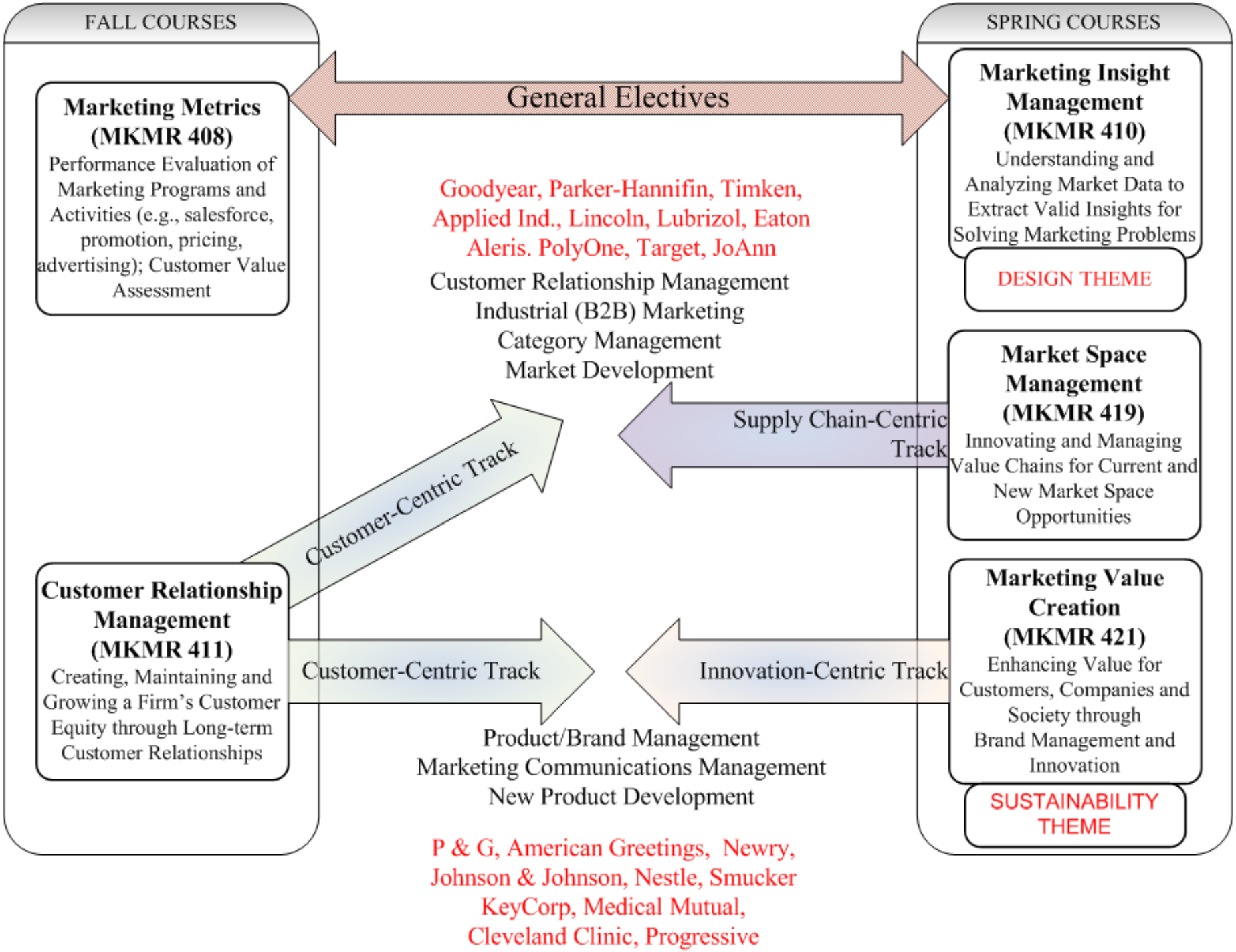
Marketing Insight Management (MKMR 410)
Understanding and Analyzing Market Data to Extract Valid Insights for Solving Marketing Problems

DESIGN THEME

Market Space Management (MKMR 419)
Innovating and Managing Value Chains for Current and New Market Space Opportunities

Marketing Value Creation (MKMR 421)
Enhancing Value for Customers, Companies and Society through Brand Management and Innovation

SUSTAINABILITY THEME


FALL COURSES
SPRING COURSES
General Electives
Marketing Metrics (MKMR 408)
Performance Evaluation of Marketing Programs and Activities (e.g., salesforce, promotion, pricing, advertising); Customer Value Assessment
Marketing Insight Management (MKMR 410)
Understanding and Analyzing Market Data to Extract Valid Insights for Solving Marketing Problems
DESIGN THEME
Goodyear, Parker-Hannifin, Timken, Applied Ind., Lincoln, Lubrizol, Eaton Aleris. PolyOne, Target, JoAnn
Customer Relationship Management
Industrial (B2B) Marketing
Category Management
Market Development
Market Space Management (MKMR 419)
Innovating and Managing Value Chains for Current and New Market Space Opportunities
Supply Chain-Centric Track
Customer-Centric Track
Customer Relationship Management (MKMR 411)
Creating, Maintaining and Growing a Firm's Customer Equity through Long-term Customer Relationships
Customer-Centric Track
Innovation-Centric Track
Marketing Value Creation (MKMR 421)
Enhancing Value for Customers, Companies and Society through Brand Management and Innovation
SUSTAINABILITY THEME
Product/Brand Management
Marketing Communications Management
New Product Development
P & G, American Greetings, Newry, Johnson & Johnson, Nestle, Smucker KeyCorp, Medical Mutual, Cleveland Clinic, Progressive