

### MARKETING CONCENTRATION

Blending marketing strategy with services marketing and management, the W. P. Carey Full-time MBA concentration in marketing delivers distinctive knowledge and skills sought by firms across industries that use service for a competitive advantage.

This concentration is fueled by the expertise of the W. P. Carey School's internationally respected Center for Services Leadership. Dozens of the center's Fortune 500 partner firms sponsor applied projects for students and hire graduates.

#### Required Courses

##### **MKT 502: Creating and Delivering Value: Marketing Management**

Provides an overview of managing the marketing function, including segmentation, targeting and positioning; customer decision making; market and environmental analysis, marketing planning, and strategy; as well as control concepts to forge competitive success.

##### **MKT 520: Co-Creating Value and Innovating Through Service(s)**

Develops critical skills and best-practice knowledge to innovate and implement successful customer-focused strategies for competitive advantage across industries. Among the frameworks and techniques covered are strategic services triangle, service quality gaps model, service-profit chain, service blueprinting, and the linkages among service quality, customer lifetime value, and profitability.

##### **MKT 540: Branding and Consumer Markets**

Explores the components of branding and how to deliver in product and service contexts critical to long-term viability. Marketing begins and ends with the consumer — from determining consumer needs to understanding the consumer's experiences to providing consumer satisfaction. To that end, this course examines the role of branding and consumer behavior in product and service contexts.

##### **MKT 591: Customer Centric Research and Analytics**

Considers what it means to be "customer centric" and provides qualitative and quantitative market research techniques used to assess products and services. You will learn to examine the market and inform willful, deliberate, and powerful marketing decisions. Research methods are applied in a project format.

##### **MKT 555: B2B – Capturing Value Through Products, Services, and Customer Solutions**

Focuses on delivering and capturing value for (and with) business customers. Attention is given to documenting and quantifying value in economic terms (Value-in-Use Modeling), value capture through better pricing of goods and services, customer solutions and innovative B2B business models, as well as understanding how digital business transformation impacts buyer-seller relationships in business-to-business markets.

##### **MKT 580: Project Leadership: Transforming Ambiguity and Creating Impact Through Action Learning Projects**

Transforms real-world problems into actionable solutions for a client firm or organization. Through this applied, team-based projects course, you will act as a consultant and provide advice on a strategic marketing/services problem that is important to the client's business. Prior clients have ranged from Fortune 500 companies to local start-ups, but typically involve Center for Services Leadership member firms.

Course list subject to change without notice. Some courses have prerequisites and/or an application process. Please contact your program coordinator for information.

#### contact

graduate programs  
[wpcareymasters@asu.edu](mailto:wpcareymasters@asu.edu)  
480-965-3332  
[wpcarey.asu.edu/fulltime](http://wpcarey.asu.edu/fulltime)

## Electives

### **MKT 550: Creating the Future: Product and Service Innovation**

Examines frameworks, methods and tools for fostering product and service innovation, with emphasis on:

- Creativity
- Tools and processes of design thinking including user empathy, ideation, prototyping and evaluation as well as collaboration and crowdsourcing processes
- Implementation/market introduction plans built on knowledge of diffusion of innovation and disruptive innovation and technologies

### **MKT 591: Creating Digital Experiences: Interruption to Engagement**

Investigates social media and digital experiences through the lens of a brand or business and how it aligns purposefully with the people it serves. With technology and digital media becoming further embedded into our lives, this course details the changes in marketing from an era of interruption to one of engagement and relevance.

### **SCM 591: Services in the Supply Chain**

Focuses on the unique management issues associated with procuring, contracting for, and managing service processes throughout the supply chain. Includes considerations of queuing impacts, performance measurement and determination of KPIs, managing to the service vision and the difficulties in contracting for outsourced services.

## Career Paths

- Strategic marketing manager
- Product management
- Customer relationship manager
- Digital and interactive marketing manager
- Account executive
- Market research analyst
- Business development
- Services manager
- Social media strategy
- Marketing consultant
- Leadership development and rotational programs

## Notable Employers

- Abbott Laboratories
- Bank of America Corporation
- Henkel

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