Explore Marketing

1. What is Marketing?
Marketing helps organizations provide products and services that satisfy customer demands. Marketing uses research methods, marketing models, and decision-support systems to enhance new product development, identify customer desires, and predict customer behavior.

2. Where should I start if I want to learn more about marketing?
15.812 – Marketing Management
15.821 – Listening to the Customer
15.822 – Strategic Market Measurement

3. Which courses will help to prepare me for a career in marketing?

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<th>M</th>
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<tr>
<td>15.068, Statistical Consulting</td>
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<tr>
<td>Addresses issues a consultant faces: decipher clients' questions; find appropriate data; perform viable analysis; and present compelling results.</td>
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<td>15.392, Designing, Developing and Launching Successful Products in an Entrepreneurial Environment: Tools and Techniques</td>
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<td>Uses tools and techniques to develop and help market an innovation-driven product.</td>
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<td>15.570, Digital Marketing and Social Media Analytics</td>
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<td>Provides a detailed, applied perspective on digital marketing and social media analytics in the age of big data.</td>
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<td>15.783J, Product Design and Development</td>
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<td>Focuses on the integration of the marketing, design, engineering, and operations functions in creating a new product.</td>
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<td>15.812, Marketing Management</td>
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<td>Introduces contemporary marketing strategies, practices, and plans, with a focus on turning technologies into market value.</td>
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<td>15.818, Pricing</td>
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<td>Presents a framework for the steps firms should take when thinking about pricing a new product or improving the pricing performance of an old product.</td>
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15.821, Listening to the Customer
| M | m | Syllabus
Focuses on getting quick customer input into decisions on product design and development, strategic positioning, and advertising.

15.822, Strategic Market Measurement
| M | m | Syllabus
Gives "hands-on" exposure by creating, carrying out, interpreting, and analyzing a small-scale marketing research questionnaire.

15.833, Business to Business Marketing
| M | m | Syllabus
Applies marketing concepts, analyses, and tools used in business-to-business (B2B) marketing.

15.834, Marketing Strategy
| M | m | Syllabus
Introduces economic tools, based on cooperative and non-cooperative game theory, so as to evaluate new ventures and build competitive advantages.

15.835, Entrepreneurial Marketing
| M | m | Syllabus
Focuses on how to design products and marketing plans, evaluate business models, and when to switch to monetizing of the customer base.

15.846, Branding
| M | m | Syllabus
Introduces the foundation for building, managing, and defending brands at various stages in the brand life cycle.

15.847, Consumer Behavior
| M | m | Syllabus
Analyzes models of consumer behavior for understanding consumer preferences and decision making.

4. What should I take if I am interested in …
… Predictive Modeling and Analysis? 15.068, 15.570, 15.818, 15.822, 1.202

5. What are my career options?
Sample of potential employers – Sears, NBC Universal, Microsoft, EMC, VMWare, AT&T, McKinsey, Honeywell, Google, Disney, Digitas
Sample of potential fields – consulting, brand management, entrepreneurship, product management, sales, public relations, business analyst
6. What are some useful career resources?
MIT Global Education and Career Development Office
MIT Sloan Undergraduate Career Resources *(Sloan students only)*
MIT Association of Student Activities - Student Groups
MIT Sloan Student Life Office – Student Clubs