



Academic & Career Advising Guide

Master of Science in Marketing Science

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INTRODUCTION TO THE GUIDE

The **Katz Academic & Career Advising Guide** is a program roadmap that enables students to customize the graduate school experience based upon their individual strengths and professional goals.

You can find important information about the Master of Science in Marketing Science (MSci) curriculum, as well as suggestions for elective courses, co-curricular activities, professional organizations and certifications here. Used together with Gallup's StrengthsFinder 2.0 and regular appointments with your career and academic advisors, you will be empowered to individualize your experience and enhance your competitiveness in order to achieve your academic and career goals.

ACADEMIC & CAREER ADVISING

At Katz, we have a multi-faceted advising approach that is designed to provide every student with the best opportunity to achieve success. The faculty director, academic advisor, and career advisor take the lead on different aspects of your experience at Katz. They all work together to provide integrated advice to students about the program.

- The **faculty director** manages the curriculum and academic standards for the MSci program.
- The **academic advisor** provides day-to-day advising and support to students on many aspects of the program, including course selection, registration, graduation requirements, and general questions and concerns.
- The **career advisor** understands the students' career goals and coaches the student to construct a plan specifically tailored to their goals.

You may have wondered why you heard from your career and academic advisor before you even started the program. We are acutely aware that students who have been most successful in the past were singularly focused on post-graduation goals before they arrived on campus. With this knowledge in hand, we begin the process of focusing on your ultimate academic and career goals as early as possible.

As career goals come into focus, career advisors can then discuss the goals of each student with their academic advising counterparts. Career advisors and academic advisors work together to understand the ultimate goal of each student along with the skill sets the students will require in order to meet their goals. Then, they work with each student to construct curricular and co-curricular courses and activities specifically tailored to the individual student.

Faculty members frequently interact with both career and academic advisors. Career advisors provide recruiter feedback to faculty in regard to specific topics that give students a competitive advantage. Academic advisors then work with the faculty to determine which courses provide the student with specific knowledge that is most important to recruiters for the success of that individual student.

This process continues throughout the Katz experience and is designed to be completely transparent to the student while taking advantage of the 3 pillars of the Career Management Center:

- **Career Advice:** Career advising resources to put students on the right path based on their strengths and realistic professional objectives
- **Professional Development - Job Seeker Skills:** Ensuring that students develop business sophistication and appropriate communication, that are critical in today's job market
- **Employer Engagement:** Assisting students in connecting with industry professionals and employers that align with their career objectives and professional interests

CURRICULUM PLAN

In order to make the most of your Katz experience, it is critical that you work closely with your academic advisor, career advisor, and faculty director to assist you with appropriate course selection and sequencing that aligns with your professional aspirations. Information on course offerings, including course abstracts and schedules, can be found on [StudentNet](#) under the 'Class Schedule' tab.

Intro to Business courses

Introductory business courses are required of all students and are intended to provide students with the skills necessary to be successful in a challenging analytical program. Although some courses are offered in both the Fall and Spring semesters, students should take courses in the semester listed below:

Introduction to Business (Total 7.5 credits)	Credits	Semester
BECN 2401 Economic Analysis for Managerial Decisions	3.0	Fall
BMKT 2409 Marketing Management	1.5	Fall
BQOM 2401 Statistical Analysis	3.0	Fall

Core courses

Core courses are required of all students and are intended to provide students with the foundational marketing and analytical knowledge to be successful. Although some courses are offered in both the Fall and Spring semesters, students should take courses in the semester listed below:

Required Core Courses (Total 15.0 credits)	Credits	Semester
BMKT 2035 Consumer Behavior	3.0	Spring
BMKT 2531 Marketing Research	3.0	Fall
BMKT 2544 Retail Analytics (previously "Shopper Marketing")	3.0	Fall
BMKT 2551 Digital & Social Media Analytics	1.5	Spring
BMKT 2553 Social Media Strategy	1.5	Spring
EBL Project Course (BIND 2024, BMKT 2032, or other approved)	3.0	Spring

Elective courses

Elective courses are intended to provide depth of expertise in areas of interest to the student. The MSci program requires the completion of at least 7.5 credits of elective courses from the following list:

Elective Courses (Minimum 7.5 credits)	Credits	Semester
BMKT 2509 Marketing Planning & Strategy	1.5	Spring
BMKT 2532 Pricing Strategies and Tactics	1.5	Spring
BMKT 2526 Product Development & Management	3.0	Spring
BMKT 2569 Brand Management	1.5	Fall
BMKT 2032 Applied Behavioral Economics	3.0	Spring
BQOM 2546 Project Management Fundamentals & Analytics	1.5	Fall, Spring
BMIS 2551 Project Management Concepts & Processes	3.0	Fall, Spring
BQOM 2578 Data Mining	3.0	Fall
BMIS 2542 Introduction to Data Science: Programming Essentials	3.0	Fall
BMIS 2528 Practical Data Science	3.0	Spring

Co-Curricular Opportunities

A variety of opportunities to learn, improve, and practice professional business skills are available to Katz students. Specialized professional development workshops are designed to enhance those skills taught in the classroom and that are highly valued by employers.

Customer Insights

- Students learn how to turn customer insights into business results while gaining marketable skills with the **Google Adwords** (Fall) and **Google Analytics** (Spring) workshops. Each workshop is conducted on a weekend so that it doesn't conflict with classes. Talk with your academic or career advisor for further details.

Project Management

- The [Project Management Institute \(PMI\)](#) offers a discounted student membership for those enrolled full-time in a degree-granting program, reduced from regular membership of \$129.00.
- Be sure to explore the [PMI Pittsburgh](#) chapter which hosts a wide variety of professional development and networking events throughout the year.
- If you're a veteran or serve in the U.S. Military, your PMI certification exam – including the PMI-PBA® - is covered by the GI Bill for U.S. Military Service Members and Veterans.
- Talk with your academic or career advisor about the **CAPM/PMP Exam Prep Workshop** (3 days) usually offered during Spring Professional Development Days, as well as other options from [PMCentersUSA](#) available through Katz Executive Education.

Interview Skills

- Interviews typically include a **behavioral interview** component. The interviewer is interested in discovering how you have acted in specific situations in the past. Because of this, we recommend that you reflect (think and write) on your academic and work experiences so that you can quickly remember and communicate these brief stories during an interview. See the Career Connection resource library for "*Complete List of Behavioral Interview Questions*".
- Some finance and many consulting interviews usually have a **case interview** component. Because of this, we recommend that you practice and master your case interviewing skills.
 - [Case in Point](#) – Marc Cosentino, President, has over 23 years of case interview prep experience. His book is entitled, "*Case in Point: Complete Case Interviewing Preparation*" at is approximately \$25 plus shipping and handling.
 - A helpful and quick review guide is the [Vault Guides on Case Interviewing and Case Interviewing Practice](#) – FREE through Vault link in Career Connection.
- Take advantage of opportunities to practice your interview skills. Make an appointment with an **Executive-in-Residence (EIR)** and be sure to participate in "**Mock Interview**" days.

Additional Professional Resources

<i>Journals/Publications</i>	<i>Books</i>
<u>Adage</u>	<u>Building Strong Brands</u>
<u>Branding Magazine</u>	<u>The 22 Immutable Laws of Branding</u>
<u>Digital Marketing Institute</u>	<u>Emotional Branding: The New Paradigm for Connecting Brands to People</u>
<u>Econsultancy</u>	<u>Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders</u>
<u>Fast Company</u>	<u>How Brands Become Icons</u>
<u>Green Book Blog</u>	<u>What Great Brands Do</u>
<u>Inc</u>	<u>Hitting the Sweet Spot: How Consumer Insights Can Inspire Better Marketing and Advertising</u>
<u>Journal of Brand Management</u>	<u>Decoding the New Consumer Mind</u>
<u>Journal of Consumer Psychology</u>	<u>The Market Research Toolbox</u>
<u>Journal of Consumer Research</u>	<u>Strategic Market Research</u>
<u>Journal of Product & Brand Management</u>	<u>YOUtility: Why Smart Marketing is about Help Not Hype</u>
<u>Market Research Blog</u>	<u>Social Media ROI</u>
<u>Marketing Land</u>	<u>Epic Content Marketing</u>
<u>Marketing Magazine</u>	<u>Creative Confidence</u>
<u>Mashable</u>	<u>The Art of Social Media</u>
<u>Moz Blog</u>	<u>Global Content Marketing</u>
<u>Occam's Razor</u>	<u>The Art of SEO</u>
<u>Qual Blog</u>	<u>Digital Marketing Analytics: Making Sense of Consume Data in a Digital World</u>
<u>Social Media Examiner</u>	<u>The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand</u>

CAREER PLANNING

Typically the amount of prior work experience plays an integral role in the level with which you are hired within an organization. Whether you are a career starter, career switcher or career enhancer, Katz research shows that those with a customer insights degree are hired into the following functional areas:

[Consumer Insights/Marketing Analytics](#)

Please access Vault through [Career Connection](#) to learn more about various careers in customer insights and marketing analytics. Some specific job roles to consider include:

- Data Analyst
- Digital Strategist
- Market Research Analyst/Specialist
- Consumer Behavior Analyst
- Associate Consumer Insights Analyst
- Social Media Specialist

Consumer Insights/Marketing Analytics

Consumer insights involve the analysis of market data and sharing the insights in a meaningful way across a company. Information that is collected and interpreted is used to retain current customers and develop new ones. The role can also include doing market research but what makes it different and more comprehensive is the focus on interpreting the results into an actionable strategy that reflects a deeper understanding of the consumer.

Suggested Elective Courses

Courses	Credits	Semester
BMKT 2526 Product Development and Management	3.0	Spring
BMKT 2532 Pricing Strategies and Tactics	1.5	Spring
BQOM 2578 Data Mining	3.0	Fall
BQOM 2546 Project Management Fundamentals & Analytics	3.0	Fall, Spring
BMIS 2542 Introduction to Data Science: Programming Essentials	3.0	Fall
BMIS 2526 Practical Data Science	3.0	Spring

Suggested Co-Curricular Activities

Clubs: Business Technology, Marketing

Case Competitions: AMEX Case Competition (internal), Katz Invitational Case Competition. See [Experience Based Learning](#) on StudentNet for more information about case competitions.

Professional Organizations

[American Marketing Association \(AMA\)](#)

[American Marketing Association – Pittsburgh Chapter](#)

[Digital Analytics Association](#)

[Marketing Research Association](#)

[Mobile Marketing Research Association](#)

[Association for Consumer Research](#)

[Society for Consumer Psychology](#)

External Certifications

[Google Adwords Certification](#)

[AMA Professional Certified Marketer](#)

Job Functions within Track

Associate Consumer Insight Manager: Consumer insight managers primarily work in market research, seeking to discover target areas that help drive the operational and creative strategies at a company. Consumer insight is used in various divisions of a company, from product development to customer service. Based on market data points, associate consumer insight managers create reports that they relay to product developers, advertising managers, and other company leaders that decide what next step to take.

Market Research Specialist: Market research specialist work to identify, evaluate, and make recommendations on strategic target markets that support the short and long term growth initiatives. This position identifies and researches new product opportunities and markets, conducts in-depth data analysis, and authors reports recommending initial positioning strategies. In consumer packaged goods companies, this position supports marketing and brand management efforts and can also work closely with research and development.

Consumer Behavior Analyst: research consumer behaviors, such as which products they prefer, and to prepare reports and forecasts to help them improve sales or customer relations. A consumer behavior analyst studies consumer purchasing habits and other behaviors that affect company sales. The analyst then prepares reports about past customer habits and forecast future habits and develop this information into an improved sales campaign. Usually, analysts use this information to target customers by various demographics, including age, gender, and location. Other demographics may be the consumer's buying habits, social status, or income bracket.

Key skills needed

Analytical, qualitative and quantitative analysis, ability to synthesize, high attention to detail, written and oral communication, curious, active listening, creative problem solving, cross-functional teamwork. Companies will also look for experience with industry-standard marketing research systems and tools.

