



Marketing

# Majors Handbook

2025 - 2026

Main Office: ISOM 231

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<https://www.isenberg.umass.edu/programs/depts/marketing>

# | Elizabeth Miller



Department Chair and  
Professor of Marketing

**Office:** Isenberg 231C

**Email:** emiller@isenberg.umass.edu

**Tel:** 413-545-5639

PhD Marketing, Wharton School, University  
of Pennsylvania

## Teaching Interests

- Consumer Behavior
- Experimental Design
- Services Marketing
- Consumer Behavior
- Advertising

## Recent Honors / Awards

- Outstanding Reviewer Award, *Journal of Retailing*, 2022
- Faculty Mentor, Marketing & Public Policy Doctoral Symposium, 2022
- Outstanding Reviewer Award, *Journal of Marketing & Public Policy*, 2019

## Research Interests

- The influence of affect on the use and interpretation of information
- Consumer decision-making
- Health Decisions
- Affect and Behavior
- Consumer Well Being

# | Cynthia Barstow



**Senior Lecturer**

**Office:** Isenberg 328

**Email:** cbarstow@isenberg.umass.edu

**Tel:** 413-545-6549

MS, University of Massachusetts,  
Amherst

## Teaching Interests

- Sustainability
- Experiential (action) Learning
- Social Entrepreneurship
- Translational Science (Endocrine Disruptors/Carcinogens)
- Consumer Behavior
- Societal Marketing

## Professional Experience

- Founder and President, Seed to Shelf: Marketing for Sustainability, 2006-Present
- Founder and Executive Director, Protect Our Breasts, 2011-Present
- Marketing Consultant, Natural Products, 1993-2006
- Partner/Managing Editor, TaylorMade Publishing, New York, NY, 1989-1991

## Research Interests

- Sustainability
- Experiential (action) Learning
- Social Entrepreneurship
- Translational Science (Endocrine Disruptors/Carcinogens)
- Corporate Social Responsibility
- Natural and Organic Products
- Alternative Healthcare Marketing

# | Thomas G. Brashear Alejandro



## Associate Professor of Marketing

**Office:** Isenberg 322N

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**Tel:** 413-545-5666

PhD Marketing, Georgia State University

### Teaching Interests

- Marketing Strategy
- Global Marketing
- Channels
- Sales Management

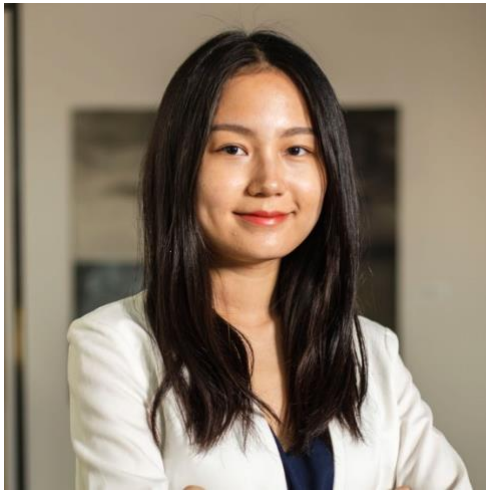
### Recent Honors / Awards

- Nominated, University Distinguished Teaching Award, (1998, 1999, 2001, 2002, 2003, 2004, 2013, 2015).
- Lily Teaching Fellowship, (1999-2000).
- Nominated, University Outstanding Advisor Award, (2001-2002).
- Outstanding Teaching Award, Isenberg School of Management, (1999-2000; 2013).
- Top 20 most cited article in *Journal of Marketing Theory and Practice* "A Profile of the Internet Shopper: Evidence from Six Countries"
- Emerald Publishing, Citation of Excellence – Top 50 Most Influential Papers of 2012 (2015).
- Best Paper, Personal Selling & Sales Management Track, AMA Summer Educators' Conference (2014).
- Best Paper, Retailing and Pricing Track, AMA Summer Educators' Conference (2011).
- Best Paper, Business-to-Business Track, Society for Marketing Advances Conference (2008).
- Best Paper, Marketing Track, EnANPAD (2008).
- Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management*, (2006).
- Best Paper, Marketing Research Track, Society for Marketing Advances Conference (2004).
- Marvin Jolson Award Recipient: Best Contribution to Selling & Sales Management in *Journal of Personal Selling & Sales Management*, (2003).

### Research Interests

- Business-to-Business
- Technology Commercialization
- Go-to-Market Strategy
- Sales Channels
- Global Marketing

# | Meng Qi (Annie) Ding



**Assistant Professor**

**Office:** Isenberg N348

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**Tel:** 413 – 824 - 0760

PhD, Ivey Business School at Western University

## **Teaching Interests**

- Digital Marketing
- Marketing Analytics

## **Recent Awards / Honors**

- ACR-Sheth Foundation Dissertation
- SSHRC Doctoral Fellowship 2023

## **Research Interests**

- Machine Learning AI
- Unstructured Data
- Online word-of-mouth

# | Matthew Glennon



## Senior Lecturer

**Office:** Isenberg 323N

**Email:** [brashear@isenberg.umass.edu](mailto:brashear@isenberg.umass.edu)

**Tel:** 413-545-5666

MBA, Isenberg School of Management,  
UMass Amherst

## Teaching Interests

- Marketing Management
- Introductory Marketing
- Business to Business Marketing
- Entrepreneurship

## Professional Experience

- Corporate Account Executive, QualiChem, 2015
- Regional Sales Manager, QualiChem, 2007-2015
- Owner, RPM Products LLC, 2004-2008
- Sr. Account Manager and Product Manager, Castrol, Division of British Petroleum, 1995-2001

## Research Interests

- Green Business Practices
- Social Media
- Branding

# | Matthew Godfrey



Assistant Professor of  
Marketing

**Office:** N326

**Email:** [mgodfrey@isenberg.umass.edu](mailto:mgodfrey@isenberg.umass.edu)

**Tel:** 413-545-4302

PhD, Marketing, University of Arizona

## Teaching Interests

- Customer insights and consumer experience
- Qualitative research methods
- Services marketing
- Retail management
- Consumer behavior

## Recent Honors / Awards

- Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada (SSHRC), 2016-2019
- University Fellow, University of Arizona, 2014-2015
- MAP Whitepaper Research Grant Recipient (with Melanie Wallendorf), University of Arizona Economic and Business Research Center, 2016
- Doctoral Fellow, AMA-Sheth Consortium, 2018

## Research Interests

- Consumer Culture Theory (CCT)
- Sociocultural factors shaping consumer experience
- Spatial, social, cultural, and economic inclusion in the market
- Repair and sustainability
- Retail servicescape design
- Space and place
- Services marketing

# | Alicia M. Johnson



# Assistant Professor of Marketing

**Office:** N309

**Email:** [ajohnson@isenberg.umass.edu](mailto:ajohnson@isenberg.umass.edu)

**Tel:** 315-276-5743

PhD, Marketing, University of Arkansas

## Teaching Interests

- Nonprofit Marketing
- Consumer Behavior
- Introduction to Marketing

## Recent Honors / Awards

- AMA-Sheth Doctoral Consortium Fellow, Aug 2021
- University of Arkansas Distinguished Doctoral Fellow, 2018-2021
- Graduate Student Research Council \$1,500 Grant, 2020
- SMA Doctoral Dissertation Competition Best Overall Proposal Award, 2020
- William O. Bearden Award Co-Runner Up, 2020
- Bank of America Research Fund honoring James H. Penick \$5,000 Grant, 2019

## Research Interests

- Consumer behavior
- Financial well-being
- Debt financing and repayment
- Budgeting and financial planning
- Financial service provider interactions
- Charitable giving
- Information processing
- Food consumption



# | Verónica Martín Ruiz



## Assistant Professor of Marketing

**Office:** N319

**Email:** vmartinruiz@isenberg.umass.edu

**Tel:** 413-545-4941

PhD, Marketing, Iowa State University

### Teaching Interests

- Consumer behavior
- Principles of marketing
- DEI in marketing

### Recent Awards / Honors

- Research Excellence Award, Iowa State University, Fall 2021
- Inducted into Beta Gamma Sigma, International Business Honors Society - PhD, 2021
- Global Women in Marketing Award, Winner, Multicultural Marketplaces TCR team award, 2020
- Fellow, 6th AMS Annual Academy of Marketing Science (AMS) Doctoral Consortium, 2020
- Fellow, 3rd Annual PhD Project-Baruch Research Symposium, New York, 2020
- Rama and Sridhar Ramaswami Marketing Research Excellence Award, 2020
- AMA Foundation Valuing Diversity Ph.D. Award, 2019
- Fellow, 27<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, NE, 2018

### Research Interests

- Consumer Behavior
- Cultural norms (honor, dignity, tightness-looseness) in healthcare and retail settings
- Transformative Consumer Research
- Multicultural markets
- Diversity, Inclusion and Equity
- Research Methods for Cultural Research

# | George Milne



Associate Dean of Research &  
Edward D. Shirley '78 Endowed  
Professor of Marketing

**Office:** Isenberg 360

**Email:** [milne@isenberg.umass.edu](mailto:milne@isenberg.umass.edu)

**Tel:** 413-545-5669

PhD, Marketing, University of North  
Carolina – Chapel Hill

## Teaching Interests

- Marketing Management
- Marketing Research
- Consumer privacy protection and management
- Mindful marketing and consumption

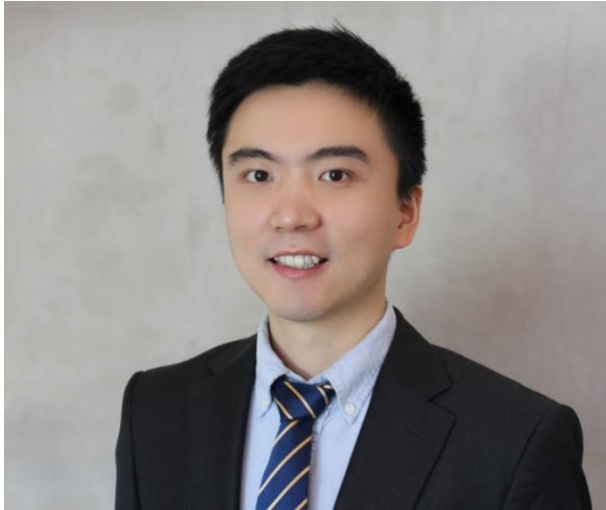
## Recent Rewards / Honors

- Thomas Kinnear Award for Outstanding Article in Journal of Public Policy and Marketing, 2019
- Journal of Consumer Affairs Best Paper Award, 2019
- College Outstanding Research Award, University of Massachusetts, Amherst, 2008-2009, 2016-2017
- Best Reviewer Award, Journal of Interactive Marketing, 2014

## Research Interests

- Social media marketing
- Online privacy, technology, and public policy
- Mindfulness and consumer well-being
- Digital health care marketing

# | Kun Qian



Assistant Professor of  
Marketing

**Office:** N336

**Email:**

kunqian@isenberg.umass.edu

PhD, Management, University of  
Texas

## Teaching Interests

- Marketing Analytics
- Social Media Marketing
- Marketing Modeling

## Recent Awards / Honors

- Scholar with High Distinction, The University of Texas at Dallas, 2022
- Fellow, AMA-Sheth Foundation Doctoral Consortium, 2021
- Betty and Gifford Johnson Travel award, The University of Texas at Dallas, 2020
- Fellow, INFORMS Marketing Science Doctoral Consortium, 2019

## Research Interests

- Creator Economy
- Digital Marketing
- Behavioral Economics

# | Matthew Thomson



Professor of Marketing &  
PhD Coordinator

**Office:** 231B

**Email:** [mthomson@isenberg.umass.edu](mailto:mthomson@isenberg.umass.edu)

PhD, Marketing, Marshall School of  
Business, University of Southern  
Californian

## Teaching Interests

- Marketing Strategy
- Market Research
- Experimental Design

## Recent Honors / Awards

- 2021 AMA CBSIG *Consumer Research in Practice Award* for “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities” in *Journal of Consumer Research* with Mansur Khamitov and Xin Wang
- Winner *Latin American Business Case category of the 2022 EFMD Case Writing Competition* for “Mazatlan: The Destination that Did Not Like Its Brand” with Kervyn, Nicolas, Fernando Rey Castillo Villar, Silvestre Flores Gamboa, and Manuel Lopezneria

## Research Interests

- Branding
- Relationships
- Experiences

# | Bruce D. Weinberg



**Professor of Marketing**

**Office:** N325

**Email:** Weinberg@isenberg.umass.edu

**Tel:** 413-545-5063

**PhD, MIT Sloan School of Management**

## **Teaching Interests**

- Innovative Technology, Culture, and Marketing
- Customer Experience Design and Management
- Business Statistics and Analytics
- Thriving in Life
- Creative and Innovative Thought
- Fundamentals/Principles of Marketing

## **Recent Honors / Awards**

- Faculty Member/Presenter, PhD Project, 2010, 2011, 2013
- Visiting Scholar, McCombs School of Business, University of Texas, Austin, 2007-2008
- Faculty Member, AMA-Sheth Foundation Doctoral Consortium, 2000
- MSI/H. Paul Root (Best Paper) Award, Journal of Marketing, 1997

## **Research Interests**

- Customer Experience and Experience Design
- Thriving in Life and Human System Design for Optimal Performance
- Personal Branding, Promotion, and Market/Thought Leadership
- Online Shopping
- Customer Service
- Innovative Technology and Consumer Behavior

# | Yanfen (Cindy) You



**Assistant Professor**

**Office:** N320

**Email:** [yyou@isenberg.umass.edu](mailto:yyou@isenberg.umass.edu)

**Tel:** 413-545-5667

PhD Marketing, University of Wisconsin-Milwaukee

## **Teaching Interests**

- Consumer behavior
- Advertising Strategy

## **Recent Honors / Awards**

- AMA/Marketing Science Institute/H. Paul Root Award Finalist, 2020
- Fulton Research Award, New Mexico State University, 2018-2021
- AMA-Sheth Doctoral Consortium Fellow, 2017
- Roger L. Fitzsimonds Doctoral Scholarship, University of Wisconsin Milwaukee, 2016-2017

## **Research Interests**

- Marketplace interactions and communication strategies
- Role of innovative technologies in consumer decision-making
- Impacts of contextual cues on consumer preferences

# Student Learning Objectives

## Student Learning Outcomes (Undergrad ONLY)

### Marketing Department SLOs

*\* approved by Marketing Department Curriculum Committee on 5/17/23. approved by Department (with some edits to 5/17 version) on 9/15/23.*

1. Students will gain an understanding of how marketing relates to and works with other business functions, as well as the tools, methods, strategies, theories, and processes of marketing, in order to develop effective marketing strategy and create customer satisfaction and firm value.

### Mk tools and methods:

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2. Through experiences that enable them to practice and learn about marketing, students will increase their critical thinking and problem-solving skills such that they can identify, develop, and execute creative solutions to complex problems.
  3. Students will learn to incorporate a variety of world views that challenge their thinking and provide them with the knowledge and confidence to create change while remaining inclusive and sensitive to diverse needs and perspectives.
  4. Through exposure to different marketing decisions and situations, students will hone their decision skills, learning to use intuition and data to identify and develop market solutions that consider, and enhance, the well-being of both society and market actors.
  5. Students will develop strong communication skills, including the ability to write, listen, present, and speak publicly to diverse audiences and stakeholders, and apply these skills through practice.
  6. Students will learn research and data analysis skills that will allow them to understand and assess needs.
  7. Students will gain cultural and ethical awareness and social skills for succeeding and interacting in the business world.

# COURSE DESCRIPTIONS

## Marketing 301 – Fundamentals of Marketing

This course is designed to introduce you to the activities of marketing and present the principles and strategies needed to successfully perform these tasks. We will critically analyze the marketing process, the institutions that perform it, the functions they provide, and their operating environments. Additionally, we will develop an awareness of the major marketing problems faced by a variety of organizations, with emphasis on sound approaches to addressing and resolving such problems. We will begin to cultivate a proficiency in developing customer-oriented, competitive marketing strategies and tactics, as well as make clear the impact and role of the marketing process in society. Finally, this course will serve to provide a foundation for those students who plan to do advanced work in marketing and related functional areas of business.

## Marketing 390F Foundations for a Successful Marketing Career: Fulfillment, Ethical Marketing & Global Impact

Marketing careers are evolving. It's not just about selling products to maximize profits; it's about understanding the impact on all stakeholders and building brands that maximize stakeholder value. This course equips students with the skills to thrive in this new landscape, combining core marketing expertise with essential life skills (e.g., communication, collaboration, and critical thinking skills) to disrupt default habits and biases that get in the way of making decisions that align with personal values and intentions for creating a meaningful career and life. Students will have the opportunity to practice and play with mindfulness techniques to cultivate a clear, intentional approach to marketing and consumption while also analyzing successful and unsuccessful marketing campaigns and learning to make marketing decisions that consider diverse stakeholders and the long-term impact on communities and the environment.

## Marketing 410 – Consumer Behavior

The primary objective of this course is conveying the underlying motivations and drivers of marketplace behavior in order to understand why people buy. This course will explore the social and individual forces which influence the buyer/consumer transaction. Additionally, we will revisit activities of marketing and present the principles and strategies needed to successfully perform these tasks. The course is designed to develop an awareness of the major customer-related marketing problems faced by a variety of organizations, with emphasis on sound approaches for addressing and resolving such problems. We will understand how to conduct marketing research to uncover consumer wants and desires; as well as begin to cultivate a proficiency in developing consumer-oriented, competitive marketing strategies and tactics. This course will serve to provide a behavioral foundation for those students who plan to do advanced work in marketing and related functional areas of business.

Pre-reqs: MKTG 301.

## Marketing 411 – Generating Customer Insights

A deep understanding of the customer is essential to developing innovative products, services, and marketing strategies. To achieve these goals, increasing numbers of firms use qualitative research methods to study customer and user experiences. These methods can uncover in-depth insights about customers' lives and behavior, which are often not accessible through quantitative analyses of big data or conventional marketing metrics. This course introduces students to a set of concepts and research methods for generating, communicating, and leveraging customer insights. Students will learn and practice real-world skills, including culturally oriented thinking, participant observation, interviewing, focus groups, and netnography (online research). Throughout the course, students will adopt the perspective of marketing researchers and managers



as they learn to develop actionable marketing strategies based on sound thinking and rigorous qualitative research.

Pre-reqs: MKTG 301.

## **Marketing 412 – Marketing Research**

The objective of this course is to provide students with an understanding of the planning, execution, and evaluation of marketing research activities. This course will place an emphasis on the techniques and methodology used in collection, analysis, and interpretation of economic, demographic, and sociological data for use in marketing decision making as well as knowledge of theory development and testing processes. Upon completion of this class, students should be able to understand, interpret, and appropriately use marketing concepts, theories, and models listed in the course outline.

Pre-reqs: MKTG 301 and one of the following STATISTC 140 or 141 or RES-ECON 211 or 212.

## **Marketing 413 – Social Media & Marketing Analytics**

Technology is at the center of many valuable marketing tools and practices. For example, marketers commonly use social media, such as Twitter, YouTube, Facebook, and Instagram; and with various technologies, new approaches and principles have emerged, such as permission marketing and inbound marketing. New types, and increased amounts, of data associated with consumer use of technologies has made marketing analytics vital to effective decision making and performance diagnostics and evaluation (e.g., ROI). It is extremely important for marketers to understand how to effectively use these technologies, leverage new approaches and principles, and understand how to analyze and leverage associated data.

Pre-reqs: MKTG 301

## **Marketing 414 Applications of R for Marketing and Analytics**

In the digital age, the ability to analyze and interpret marketing data has become essential for success. This course, Applications of R for Marketing and Analytics, is designed to equip students with the skills needed to harness the power of data in making strategic marketing decisions. Through a blend of theoretical concepts and hands-on practice, students will learn how to clean, analyze, and visualize marketing data from real world datasets. Students will acquire knowledge about the methods and software that are used to understand issues such as market segmentation, sales forecasting, and conjoint analysis.

Pre-reqs: MKTG 301.

## **Marketing 421 – Product Strategy**

The goal of this course is to develop conceptual, analytical, and decision-making skills expected of managers working in new product development area, from a marketing perspective. The course has three components. We'll start by understanding the fundamental concepts, strategic issues, and frameworks in product management. The second component of the course concerns the product itself. Here we'll develop a basic understanding of new product development process and cover topics on — idea management, concept development, and evaluation, product design, and new product launch. In the third component, we examine issues related to management issues in new product development such as managing mature and declined products, managing cross-functional teams, and marketing of high-technology products.

Pre-reqs: MKTG 301

## **Marketing 422 – Advertising & Promotional Strategy**

This course is designed to give you an understanding of the advertising process, integrated marketing communications, promotional tools, and new media options such as online and mobile advertising, and social

media. We will focus on how consumer behavior, marketing communications theories, and research data can be used to design effective advertising and promotional strategies.

Pre-reqs: MKTG 301.

## Marketing 423 – Brand Management & Strategy

The most important asset of a company is its brand, which can be utilized to create a long-term competitive advantage in the market. Brand management requires the management of all marketing mix elements in a strategic and integrated manner. This course will focus on providing students with the knowledge of fundamental principles of brand management as well as teaching how to define, develop and apply strategies to manage a brand successfully.

Pre-reqs: MKTG 301.

## Marketing 424 – Influencer Marketing

With half of companies spending up to a million dollars per year and over 700 agencies created for Influencers, this new approach has taken on a critical role in marketing. In this class, we will discuss how to work with influencers from the company perspective with topics such as finding the right fit for your mission message, managing your budget for influencers and best metrics for partnerships. In the second half, we will focus on becoming an influencer with topics ranging from branding your authentic self to social media plans and rate card development. Get "on trend" by discovering the hottest new tool in marketing.

Pre-reqs: MKTG 301.

## Marketing 425 – Sales & Distribution Strategy

This course is designed to equip you with Professional Selling Skills. The journey to understanding what needs to happen to excel in the sales field will require a review of theory, followed by active participation in exercises designed to simulate selling situations. Therefore, the course curriculum involves both theory and practice. We have a distinguished set of guest speakers who will share their experiences and perspective in the sales field.

While the course focuses on mastering professional selling skills, even if you do not choose a career in sales, selling yourself (and your ideas) will be a determinant factor in meeting your career goals. Therefore, you should expect that the skills you develop in this course will lead to better outcomes in events like job interviews, business presentations and public speaking engagements. A key part of this course will include a review of exactly how sales divisions typically function. We will learn how quotas and territories are established as well as how to construct accurate sales forecasts. We will also examine a multitude of factors one must consider when managing a sales organization.

In addition, you will engage in Salesforce CRM training which is made possible through a no charge license that's been arranged for each student. CRM training will reinforce key concepts covered in the course.

You should also plan to participate in two sales competitions which will occur over the course of the semester.

Pre-reqs: MKTG 301 and instructor permission.

## Marketing 437 – International Marketing

The cultural, economic, social, legal, political, or organizational forces that influence multinational marketing operations.

Pre-reqs: MKTG 301.

## Marketing 438 – Multicultural Marketing in a Global World

This undergraduate course will provide an overview of multicultural marketing in the United States. In today's economy, it is widely recognized that the size and growth of multicultural populations is closely linked to successful marketplace performance of businesses. The class will provide an in-depth discussion and perspective on African American, Hispanic/Latino/Latinx, Asian American, Women, GLBTQA+, people with different abilities and the youth market sectors. The class is structured as a seminar where mini-case studies, book and article readings will be discussed. A semester-long project will also be developed by the students and presented to the class at the end of the semester. When appropriate and available, guest speakers will be invited. At the end of the class, students will understand how to market to these growing segments. They will understand the influence these segments have on marketing and American popular culture, and how that influence diffuses to the mass market. Emphasis will be placed on both theory and practice. Students will be able to link learning from a wide array of business disciplines to see how changes in one area affect the growth of the company as a whole. Thus, this course will require students to apply knowledge across business functional disciplines, theoretical constructs, and practical applications.

Pre-reqs: MKTG 301.

## Marketing 441 – Marketing Management

The nature and problems of marketing management; the environment facing marketing managers, and the tools available for analysis and control of marketing activities and decision making.

Pre-reqs: MKTG 301.

## Marketing 450 – Multichannel Marketing

Marketers use a broad array of evolving tools, from Direct Mail to Social Media. In this course, students learn about the range of these tools, related data sources, and online and offline metrics for evaluating their success. The course stresses combining different marketing resources (for example, bricks and mortar stores with online channels; online landing pages to test offline media with google analytics).

Pre-reqs: MKTG 301.

## Marketing 455 – Internet Marketing

As recent advances in technology have affected nearly every facet of marketing, digitization has revolutionized marketing strategy. Big data, social media networks and new monitoring tools to measure customer journeys are revolutionizing the way consumers and brands engage in online conversations. This course is designed to introduce new theoretical frameworks emerging from digital marketing, covering in detail topics such as search marketing, customer experience analytics, social media marketing, and recommendation systems.

Pre-reqs: MKTG 301.

## Marketing 460 - Nonprofit Marketing

The theory and technology of marketing for non-profit organizations and services. Application of traditional tools, distinguishing services and non-profits from regular marketing situations. Involves substantial case discussion.

Pre-reqs: MKTG 301.

## Marketing 465 – Retailing Management & Technology

This course explores decisions facing retail buyers, managers, and owners as well as electronic retailers. Topics include retailing trends, merchandise management, pricing, location, promotion, store design and customer service.

## Pre-reqs: MKTG 301. **Marketing 468 – Services Marketing**

The service sector of the economy is twice as large as the manufacturing sector. Service organizations (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services) differ in many important respects from manufacturing businesses and require a distinctive approach to marketing strategy development and execution. This course will discuss how services are different, why they are different, and what strategies result from these distinctions. Topics include: the design and execution of the service delivery process (the services marketing mix), managing service quality, managing customer relationships, and recovering from service failure.

Pre-reqs: MKTG 301.

## **Marketing 470 Sustainability Marketing**

A sustainability perspective has become an imperative for business as usual in these days of climate and public health crises. This course has been designed to introduce students to marketing through the sustainability lens. Both experienced marketers and those new to the field will benefit from approaching the development of a marketing plan with the triple bottom line (economic, environmental and societal) as the guiding principle. The demand for innovation and solutions to sustainable problems, from environmental degradation to societal inequities across supply chains, is increasing quickly. Those who want to succeed in the future business world need savvy and experience of examining these issues and applying new models for growth.

Pre-reqs: MKTG 301.

## **Marketing 490D Digital Thinking, Practice, and Problem Solving for Marketing and Business**

Organizations need more digital thinking assets for solving our time's most challenging marketing, and business problems, and for excelling in an increasingly digital, data, and technology-driven world. Digital thinking, and practice are central in creating exceptional value for consumers, organizations, and society. This course is designed to immerse one in digital thinking, practice, and problem solving, and to guide one in developing into a dynamic marketer, extraordinary problem solver, and thought leader. Course content includes exploring algorithms, creating social-media stories, using Google Analytics, solving marketing problems with Python, networking, and building a personal brand.

Pre-reqs: MKTG 301.

## **Marketing 497B – Special Topics - Branding Yourself**

What is your passion? What could you do day and night and never tire of doing? Who or what do you want to be or achieve? What do you want to be known for? Whether you have clear answers or not to these questions, this course will introduce you to, and engage you in, a series of exercises and tools to help you discover, refine, and advance your "You Brand" for any purpose, either professional or personal. Many of the tools will be comprised of social media, such as Twitter, Instagram, YouTube, Blogs, LinkedIn, About.me. In depth experience with or knowledge of these social media vehicles is not necessary. However, some comfort in using social media is helpful.

Pre-reqs: MKTG 301.

## **Marketing 498B – Advertising Practicum**

This course provides students with hands-on marketing experience. Students will be organized into departments as part of an advertising agency and will work on the advertising and/or promotions strategy for a specific client. (The specific client will vary year-to-year.) Together, the class will research, design, present, and execute a custom-made solution for the client. This can include an advertising campaign, on-campus

promotional event, public relations campaign, direct marketing campaign, an interactive web-based campaign, etc.

Note that this course will require significant work outside of class. Interested students must submit an application to be considered for the course. Applications are available from the marketing department office or by e-mailing the course professor.

Pre-regs: MKTG 301.

## **Marketing 499J/K – Honors Case Study and Internship**

See marketing honors college information included in this handbook for more information. Please, note that while the case study and internship are worth two courses worth of credit, they only fulfill one elective requirement. Will need to reach out to instructor for permission to be enrolled in this course.

Pre-regs: Department Consent Required

## **Marketing 591A – S-Consumer Behavior**

Application of behavioral science theories and marketing theories to an understanding of the behavior of consumers. Exploration of consumer decision making and involvement as well as psychological and social factors that influence the consumer.

Pre-regs: MKTG 301.

## **Marketing 196ISH, 296ISH, & 396ISH - Honors Independent Study in Marketing**

This is a stand-alone independent study designed by the student and faculty sponsor that involves frequent interaction between instructor and student. Qualitative and quantitative enrichment must be evident on the proposed contract before consent is given to undertake the study.

# Marketing & Honor's College

Departmental Honors (DH) is an Advanced Scholarship track of Commonwealth Honors College (CHC). Students may complete DH as part of the full CHC curriculum, which includes Honors General Studies, or they may complete DH alone. All DH students are members of CHC.

Successful completion of the DH course requirements with minimum grades of B (or as specified below) and the submission of a properly formatted Honors Thesis or Portfolio manuscript (minimum grade of B for Seminar manuscripts) will result in the award of "Departmental Honors" on the student's academic transcript. For information about DH, speak with your Honors Program Director, Thomas G Brashear Alejandro (email [brashear@isenburg.umass.edu](mailto:brashear@isenburg.umass.edu)) and see Admissions Process below.

For information about the full CHC Curriculum visit: <https://www.umass.edu/honors/curriculum/requirements>.

## General Admission Criteria

Minimally, to be eligible to apply for DH, students must have:

- An overall GPA of 3.400 or higher earned after one or more full-time semester/s of UMass Amherst coursework
- The ability to complete the DH sub-plan requirements
- The ability to complete the CHC minimum residency requirement, i.e., 45-graded (not pass/fail) credits earned at UMass Amherst (not transferred)

## Admissions Process

- UMass Amherst students who are not already members of CHC must apply to Departmental Honors, an Advanced Scholarship CHC sub-plan. Read more by visiting [umass.edu/honors/apply](https://umass.edu/honors/apply)
- Students who are already members of CHC should meet with the department's Honors Program Director (HPD) regarding their interest in joining Departmental Honors (DH), an Advanced Scholarship CHC sub-plan. The HPD will determine a student's eligibility and preparedness for DH. Admission to DH will be at the discretion of the HPD based on the criteria as established by the department and CHC (see General Admission Criteria above). The HPD will notify the CHC office of newly accepted DH students so appropriate steps can be taken to designate the sub-plan on SPIRE.

## Program Requirements

- 2 MARKETNG honors courses 300-level or higher
- Honors Thesis or Project. Options include:
  - Individually contracted: MARKETNG 499Y Honors Research and MARKETNG 499T Honors Thesis or 499P Honors Project
  - Seminar: MARKETNG 499J and MARKETNG 499K Case Study & Internship: Tools for Professional Success
  - Seminar: SCH-MGMT 499C and SCH-MGMT 499D Business Strategy and Entrepreneurial Leadership

Notes:

- Privileges for DH students include attending special departmental colloquia previously open only to PhD students and faculty; special scholarship and award opportunities
- When offered, 1cr MARTKETNG 291H, 391H and 491H seminars plus their pre-requisite non-honors root course are acceptable as DH electives.

## Requirement Exceptions Note

Note: exceptions to the requirements above require approval by both the Honors Program Director (HPD) and a Commonwealth Honors College advisor; Petition for Exception requests must be submitted through CHC PATHS.

# MK 398 – Internship for Credit

## General Guidelines

A field experience is a “practice” job, with faculty involvement and academic content. A field experience is characterized either as a co-op (i.e., field experience with compensation) or an internship (i.e., without compensation). Students may earn academic credit for either. Internships for academic purposes must have an academic value beyond that of practical employment. Moreover, the internship must have a logical integration with the student’s academic course of study. The policy of the Marketing department is not to give academic credit just for work experience. The responsibility of the students is to develop an internship experience which clearly has academic value to the student’s course of study.

## Applying for a Field Experience

Registration for all internships and co-ops starts with Handshake, which you access with your SPIRE NetID and password. Putting together an internship has 4 major parts: your internship site supervisor, your faculty sponsor, your academic project, and, the most important part, YOU.

- Your *site supervisor* is the person who agrees to directly supervise you at their place of business. Your supervisor cannot be another student or a family member.
- Your *faculty sponsor* ensures the internship has an academic component and connects with your personal program of study.
- *Handshake* is where all information about your internship is entered and stored (e.g. contracts, evaluations) and managed by Central Career Services.
- *YOU* are the person responsible for bringing together all of the parties above, ensuring that all parts of the registration process are completed by all parties, and confirming that your plans will comply with the requirements of your major.

## Marketing Dept. Field Experience Stipulations

- Co-ops and internships are registered by taking MARKETNG 398
- No more than 3 credits will be awarded for MARKETNG 398
- Only Marketing majors may register for 398
- Marketing 301 is a required prerequisite.
- Instructor’s Consent is required.
- Marketing majors may register for 398 only once.
- The only grade for 398 will be a Pass (P) or Fail (F). No other letter grade will be awarded.
- A marketing faculty sponsor must be found before the end of the add/drop period of the relevant semester. You must get approval for the internship before it starts. No credit will be issued after the internship period.

This handbook section is only an introduction. If you’re interested in an internship for credit, please follow the links below to learn more.

## Information on Field Experiences

<https://www.umass.edu/careers/internships/process>

<https://iconnect.isenberg.umass.edu/resources/internships-co-op-credits/5>



# Marketing Independent Study

Isenberg Independent Study courses are for academic coursework only. Three credits are the usual number of credits earned for an Independent Study; however, the number of credits available varies between one and six. Only in an unusual case will the credit hours granted exceed three.

## What is an independent study?

An independent study offers students a way to receive academic credit for completing an in-depth examination of a topic related to their course of study. To pursue an independent study, students need to arrange for faculty supervision and submit a proposal for approval that includes the scope of work to complete, the academic value of the project, and the method for performance evaluation. The number of credits that may be earned for an Independent Study is one to six, but usually three.

## Student Responsibilities

1. Arrange for faculty supervision. The identity of the faculty supervisor, and the nature of independent study, should be clear from the start. It is advisable to discuss the prospects for completing an independent study with a particular faculty member prior to completing a full proposal. Most students choose to further examine issues or problems first introduced in a particular class, with a particular professor. However, on rare occasions, a student identifies a topic and arranges for supervision by a faculty member that they have not had in class. Please note that the demands of supervising independent studies require each professor to limit the number of independent studies supervised. In this way, students obtaining sponsorship can be assured that faculty will spend the requisite time on the project.
2. Prepare a proposal (1-2 pages, typewritten) specifying: (i) the nature and scope of the independent study, (ii) the academic value of the independent study (i.e., how it involves academic learning and its logical relationship to the student's course of study), and (iii) the method of evaluation for the student's performance on the independent study.
3. Complete the **Independent Study Registration Form**. Online SPIRE enrollment cannot be used. The Independent Study Form must be electronically signed by the faculty sponsor and Undergraduate Dean Shelby Prizio.
4. Complete the requirements satisfactorily. Note that the method of evaluation must meet the satisfaction of the faculty supervisor. A range of alternatives is available, including, but not limited to, data collection and analysis, and library research reports.

Wonder if we should also add a section for study abroad?

# EXTRACURRICULAR CLUBS

## Marketing Sales Club

The Sales Club is a weekly meeting for students interested in learning about sales and/or improving their business communication skills. At each meeting, the club will discuss different sales techniques, practice cold-calling, and prepare to compete in sales competitions. The club will also invite industry experts to speak about their experiences in sales.

The sales club has competed in the following competitions: ICSC which is a national competition that is open to all sales teams from colleges and universities and is hosted at Disney, NISC which is a regional competition that is open to all sales teams from colleges and universities in the Northeast and is hosted at Bryant, the Isenberg Sales Competition which is an in-house competition that is open to all students at the Isenberg School of Management. The club hosted the competition in the Innovation Hub and has recently invited UMass Lowell.

The club has been very successful in these competitions and has won several awards. All it takes to compete is coming to the meetings and practicing at some of the training sessions – no experience is necessary!

If you are interested in improving your communication skills and learning how to prepare for any business situation, then you should check out the Sales Club. If you are interested in joining us, please contact [isenbergsales@gmail.com](mailto:isenbergsales@gmail.com)

## Marketing Club

The Isenberg Marketing Club provides members with hands-on marketing experience through interactive meetings, guest speakers, field trips, and sub-committee meetings. The club consists of 3 main branches: Community Service, Fundraising, and Public Relations. Every February, the Isenberg Marketing Club also hosts Marketing Career Networking Night, a cocktail-networking event for students, faculty, and employers.

Those interested in joining, feel free to email the club directly at [IsenbergMarketingClub@Gmail.com](mailto:IsenbergMarketingClub@Gmail.com).

## UMass AdLab

The UMass AdLab focuses on both Marketing & Advertising. From local businesses to global brands, UMass AdLab provides its members with experience working for real-world clients. It is the only student-run advertising agency on campus. With three teams and one incredible reach, over the years AdLab's work has been found around campus and on the billboards of Times Square— and everywhere in between.

Students considering joining UMass AdLab are strongly encouraged to request additional information by sending an email to [umassadlab@gmail.com](mailto:umassadlab@gmail.com). AdLab meets every Monday night at 7:00 PM for approximately one hour.

# Do you want to study abroad?

## Isenberg is here to help make it happen.

Follow these steps to kickstart your abroad adventure!

### 1 Attend the Study Abroad Basics Workshop!

This Zoom info session covers all the Isenberg basics to get the process started. Learn when to go, what courses to take (or not take) abroad, how credits transfer back to UMass, and how to stay on track with graduation requirements. These workshops are a vital way to get your questions answered and to learn more about the programs offered. Dates are listed to the right!

**Fall Dates (1 hr. session includes time for Q&A):**

- ☒ Tuesday, September 19, 9:00–10:00 AM
- ☒ Tuesday, October 3, 9:00–10:00 AM
- ☒ Tuesday, October 24, 9:00–10:00 AM
- ☒ Tuesday, December 5, 9:00–10:00 AM

### 2 Plan Ahead!

Do you have remaining questions after attending the Study Abroad Basics Workshop?

They can be answered by making an appointment for an **ISOM-Next Semester Plan** meeting in Navigate. Discuss advanced abroad plans and details with an advisor, they are here to help!

### 3 Get your ICAF Signature

These are quick, 15-minute academic appointments for students who are ready to have their International Course Approval (ICAF) signed by an Isenberg academic advisor.

- The ICAF is in your Academic Policies and Course Approval form on your UMass Abroad portal
- Need ideas? Review Isenberg's List of previously approved programs and course equivalencies.

### 4 Stay up to date!

The semester can get busy, make sure to keep track of steps that need to be completed to set yourself up for a smooth abroad transition!

For study abroad questions (i.e. finances, choosing a program, applying to a program, etc.), please refer to UMass IPO's Steps to Study Abroad, visit the UMass Abroad Advising Center, or email [abroad@umass.edu](mailto:abroad@umass.edu).