The Marketing Program at Virginia Tech is strongly committed to the Pamplin College of Business’ drive towards an ever increasing quality of teaching and research, in order to serve business and society through the expertise of its faculty, alumni, and students. Beyond our popular undergraduate major and the College’s MBA programs, the Department offers a specialized Master’s program in advanced marketing research and doctoral study with particular emphasis on the behavioral foundations of marketing and on marketing and social welfare. Technology is providing both marketing managers and consumers unheard-of amounts of information. All sessions offered in conjunction with the marketing department are designed to help managers address both the challenges and the opportunities presented by this new business landscape.

Programs

Marketing of Goods & Services

Marketing Management is intended for business professionals interested in developing managerial-level competency in the strategic marketing and promotion of goods and services in a global environment. This course will enable participants to address the following objectives: 1. To understand the role of marketing in business organizations, and the relationship of marketing to other organizational functions; 2. To develop knowledge of the primary conceptual structures and analytical tools useful in the study and practice of marketing, and 3. To develop experience in applying these structures and tools through practical applications that require the development of concrete and actionable recommendations.

Branding for Competitive Advantage

This course focuses on the development of a marketing strategy that provides an organization with a sustainable competitive advantage. One of the characteristics common to most very successful companies is the development of brand equity — the value that a particular brand provides in terms of creating a strong, sustainable, and differentiated advantage over the competition. This course progresses from a micro-level examination of what a brand is, and how it provides value to an organization, to the evaluation of different types of brands (e.g., consumer goods, services, corporate brands, etc.), and the roles they play in developing a strong competitive position.
Marketing in an Age of Social Responsibility

Interest in the social impact of business—particularly in economic development, both domestic and global—is exploding. Social entrepreneurship and micro-enterprise, as well as more traditional non-profit and cause marketing, are taking center stage as tools for social betterment and business development. The course is designed for executives operating in this new world of increasing public expectations of “socially responsible” business and “multiple bottom lines.” This course takes stock of this new trend and its potential, tensions, and challenges from economic, ethical, and cultural perspectives.

Managing Buyer-Seller Relationships

The role of professional selling has changed as recognition of the importance of customer relationships and their active management has grown. As a participant, your objectives will be to: understand the evolving role that professional selling plays in a global environment, in profit and nonprofit organizations, and in society; write and deliver effective sales presentations; transfer professional selling skills into personal marketing strategies; understand how ethical behavior impacts professional selling; understand new views of personal character such as emotional intelligence in selling success; and use current technologies such as data warehousing, data mining, and other e-commerce tools to enhance sales presentations and in managing sales activities.

Customer Relations and Service Strategy

Today’s consumer is highly sophisticated and more knowledgeable than ever—raising their expectations and demands on firms seeking their loyalty. Given these market challenges, successful companies are examining more carefully and closely how to identify, reach, and serve their customers. This program focuses on tools—behavioral models and measurement approaches—available to the marketing manager to improve understanding of customers at multiple stages of the relationship development process. Issues like brand awareness, brand equity, brand loyalty, and customer satisfaction are viewed as tools to both engineer successful marketing programs and measure their short and long-term impact. The program also provides participants with insights on the role of both personal characteristics like personality and socio-demographics, and macro factors like culture. The course is directed at both marketing managers and marketing research specialists who need to understand better the behavioral bases for managing customer relationships.